A8140-3
5/11/87

NPTA MANAGEMENT NEWS

MN

MAY 1987

NPTA
USA 37
"Paper People Paths To Success"
USA 17
USA 22
PAPER
FIRST CLASS
USA 22
USA 22

Unwrap The 1987 NPTA Annual Convention & Exposition

MR. ED KIANKA C0554
CONGRESSIONAL INFORMATION INC.
45-20 EAST-WEST HIGHWAY
BETHESDA, MD 20814

TORCHGLOW

IT'S MORE THAN A PAPER. IT'S A LOOK!

Exciting color! Dramatic contrast! Sparkling detail! These are results you can expect from Flambeau's Torchglow Offset & Cover, a fast-growing favorite of printers and designers.

A special blend of pulps and extra care in papermaking assure exceptional color, finish, bulk and printability. Outstanding dimensional stability and excellent runability on high-speed equipment add to everyone's "pride of workmanship."

Thirteen exciting colors range from bright Lime Green and Blaze Yellow to tastefully reserved Colonial White or Pewter Gray.

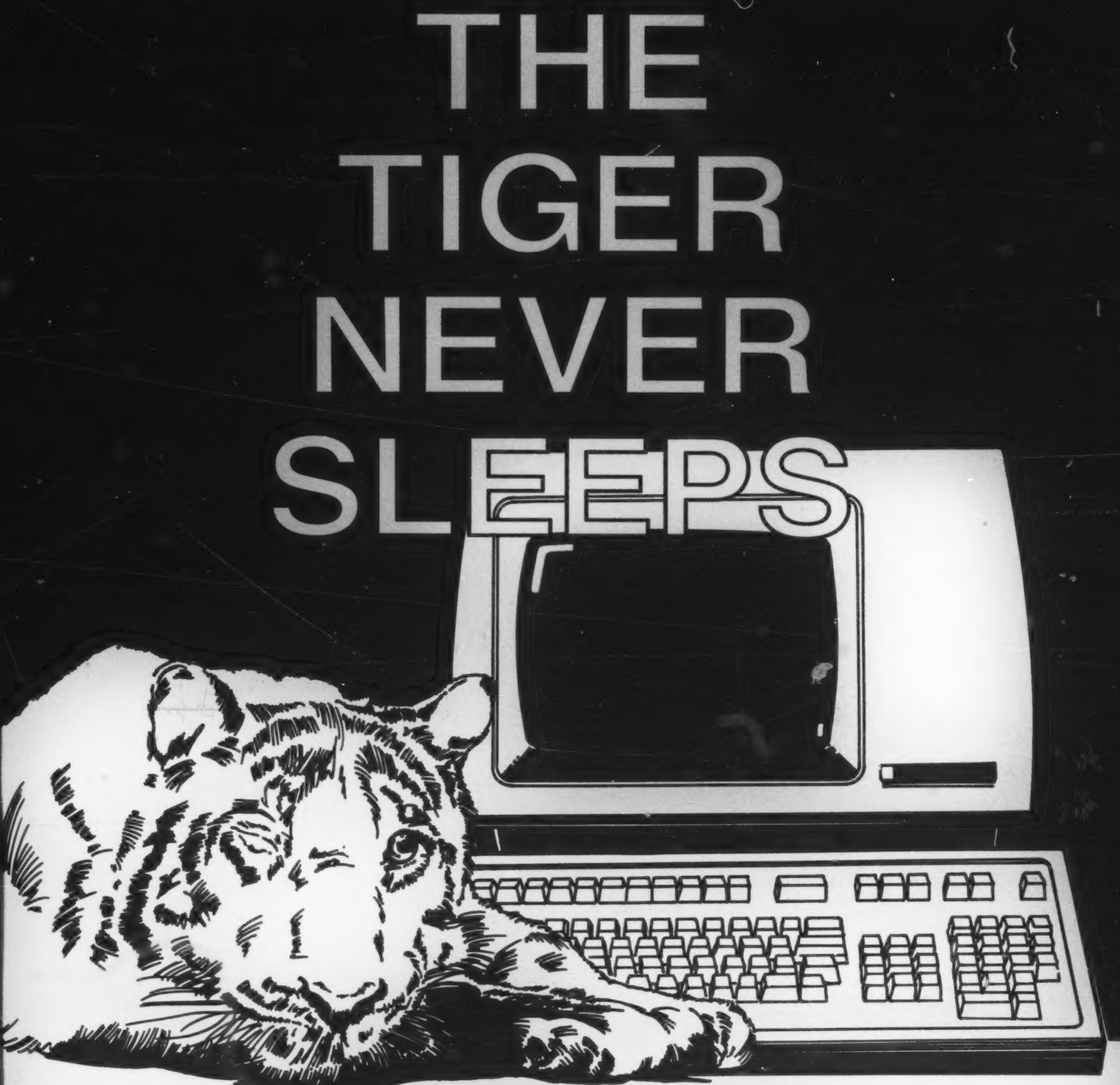
Torchglow Offset & Cover is one of many fine quality printing papers from Flambeau. Specially made to fit every application. Every budget. Every schedule. It's The Right Paper. The Right Price. Right Now!

When you want to look your best, look to Flambeau. Choose Torchglow Offset & Cover.

Torchglow Offset & Cover is available in the following colors: Starlight Blue, Goldenrod, Desert Sand, Lime Green, Pewter Gray, Fiesta Pink, Imperial Ivory, Aztec Orange, Canary, Meadow Green, Blaze Yellow, Colonial White, Inca Gold.

FLAMBEAU
PAPER CORP. [illegible]
A SUBSIDIARY OF [illegible]

THE RIGHT PAPER. THE RIGHT PRICE. RIGHT NOW!



CPI's PAPER TIGER

A CUSTOM SOFTWARE PACKAGE DESIGNED FOR THE PAPER MERCHANT

Paper Tiger is the result of thousands of hours of research into the specific operational requirements of the paper merchant. We first studied and addressed the unique inventory, cost, purchase, substitution and ***SALES/SERVICE*** data critical to the industry. Only then did ***CPI*** begin work on the software design we call ***Paper Tiger.***

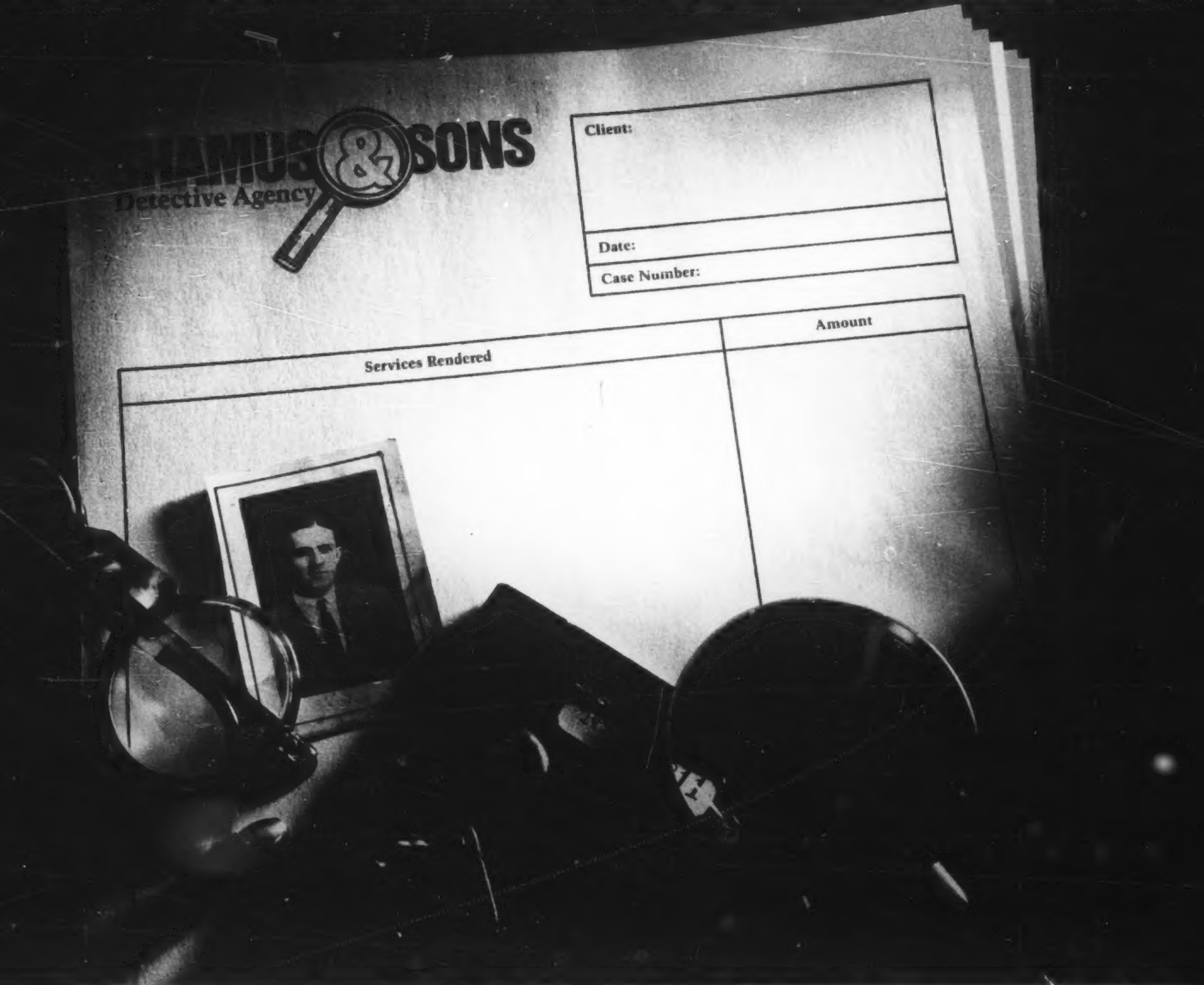
The result? Stated simply, ***Paper Tiger WORKS.*** It's the ***COMPLETE*** system for the paper merchant. It gives you instant access to accurate, timely data that helps provide your customers with better service. As a result you sell more product, operate more efficiently and are more profitable.

If you think that these are pretty tough claims, you're right. But ***CPI*** and ***Paper Tiger*** deliver on every one of them—and more.

So, why not give us a call. We'll send you, with no obligation, an information package that details how ***Paper Tiger*** can improve your business. And you'll be taking the first step towards better sales, service and profits, plus one more extra we didn't mention—peace of mind.

CPI, Inc.
Route 34 & Artisan Way, Post Office Box 188
Colts Neck, NJ 07722
1-201-462-8900

WE'VE TAKEN THE MYSTERY OUT OF RUNNING CARBONLESS.



MEAD CARBONLESS. YOU'LL BE IMPRESSED.

It's a crime, but some printers think there's some deep, dark mystery to running carbonless.

But if you can run bond paper, you can run Mead Carbonless. We guarantee it.

You can count on a trouble-free run with our carbonless. That means no double feeds, jam-ups, tie-ups or foul-ups.

The secret is consistency. Something you get only by controlling the process from beginning to end.

So we make our own pulp, manufacture the base stock and apply our own coating all in our totally integrated paper mill. We even grow our own trees.

This way we can control everything from basis weight and coating to moisture content and porosity. All so you can offer your customers a carbonless form they can trust.

Call your Mead Carbonless Distributor. Or write to: Mead Paper, Marketing Communications Dept., Courthouse Plaza, Dayton, Ohio 45463.

Because there is no mystery to running carbonless. As long as it's Mead Carbonless.

Mead
Carbonless Papers

MN

NPTA MANAGEMENT NEWS

VOL. XXVIII/NO. 5

Published by
National Paper Trade
Association, inc.

Editor
William H. Frohlich

Staff Writer
Ira Newman

Contributing Editors
John J. Buckley, Jr.
John S. LaRosa
Richard J. Lerman
Bruce H. Linden

Editorial Assistants
Elizabeth Castaneda
Mary Jo Heidepriem
Geraldine Hislop
F. Berneice Underwood

Advertising Director
Richard J. Lerman

Production Manager
Joann Simberlund

Art Director
Dagfinn Olsen

Executive Committee of the Board of Directors
Chairman of the Board
Francis J. Houlihan
Vice Chairman
Frederick J. Stabbert
Vice Chairman
James B. Brame, Jr.
Treasurer
James J. Swearingen
Past Chairman
Richard W. Abrams

Ex Officio
President
John J. Buckley, Jr.
Counsel
Michael B. Weir

NPTA Management News (ISSN 0739-2214) is published monthly by the National Paper Trade Association, inc., at a subscription rate of $15 per year. Second-class postage PAID at Great Neck, NY, and additional mailing office. POSTMASTER: Send address changes to *NPTA Management News*, 111 Great Neck Road, Great Neck, NY 11021. 516-829-3070. Statements of fact and opinion are the responsibility of the authors alone and do not imply approval on the part of NPTA or its member companies. Copyright 1987 by the National Paper Trade Association, inc. Articles may not be reprinted without the publisher's permission. Please address all inquiries to the Editor. Original manuscripts and letters are welcome.

CONTENTS

30 **Are You Running Harder to Stay in the Same Place?**
by Peter L. Mullins
Your company's performance may be affected by many things. Both internal and external factors must be considered when reviewing company performance.

50 **One Company's Experience With Scott Paper's START**
Telemarketing may be applied to a company's operation in a number of different ways. Scott Paper found a unique application to the benefit of their distributors.

57 **The 1987 Convention and Exposition Preview**
This issue of *MN* contains all of the necessary information and registration forms needed to participate in NPTA's 1987 Convention and Paper/Plastics & Allied Products Exposition in Atlanta, GA, September 19–22, 1987. (See registration forms following p. 84.)

60 **1987 Convention Program Focus: Paths to Success**
The major event of the year for paper merchants and their suppliers will focus on "Paper People Paths to Success" this year in Atlanta. All scheduled meetings, registration information and Special Events are listed.

66 **President Ford to Speak at the 1987 Luncheon**
President Gerald R. Ford, 38th President of the United States, will give the keynote address at the Chairman's Luncheon on Monday, September 21, 1987.

67 **Record Exposition Expected in Atlanta This Fall**
Coming on the heels of a record-breaking show in Boston, this Fall's Exposition will be even bigger—drawing over 7,000 industry leaders.

70 **Convention '87 Spouses Will Find Atlanta a Treat**
Four days of exciting activities will keep Convention spouses busy around town and the surrounding countryside.

78 **Atlanta: A Busy Atmosphere/Southern Charm**
Atlanta, GA is the perfect setting for NPTA's Fall Convention at the perfect time of year. (A map of the Convention area is included).

DEPARTMENTS

6 **Open Forum**
8 **Industry News**
12 **Chairman's Corner**
18 **Events**
22 **Merchant Briefings**
40 **The Sales Professional**
52 **Activity**
54 **Association File**
80 **Foundation**
92 **Management Information**
93 **Review**

COVER PHOTO: Richard Chesnut

FEEDBACK

Open Forum

The opinions, ideas, and concerns of the readers are important to the National Paper Trade Association— The Publisher of Management News. To get your thoughts in print, direct your correspondence to the editor.

The Praise is Much Appreciated

I want to compliment you and your staff on the vast improvement of the NPTA *Management News* magazine. The articles are quite timely and very informative. I feel it is the best magazine that is published by any business association.

Again, thanks for a job well done!

Mike Williams, president
Associated Paper, Inc.
Conyers, GA

Editor's Note: It is certainly nice to get letters such as these, but everything can't be so right. Let us hear from you!

High Ratings for a Well-Read Issue of *MN*

I would like to confirm that our recipients of the magazine, as well as myself, rate the February issue of *MN* as excellent. The content was educational, helpful and informative and you are to be congratulated!

Since its inception, the magazine continues to improve and there is no question that if you keep on the same track, NPTA *Management News* will be the most informative and read trade publication in the industry, if it's not already.

Keep up the good work!

Terry Pitchford, president
Rolland Distributing Division
Rexdale, Ontario
Canada

Training Without a Full-Time Trainer

One of the key training issues facing small distributors is that of providing effective training and education without the luxury of having a full-time training person available.

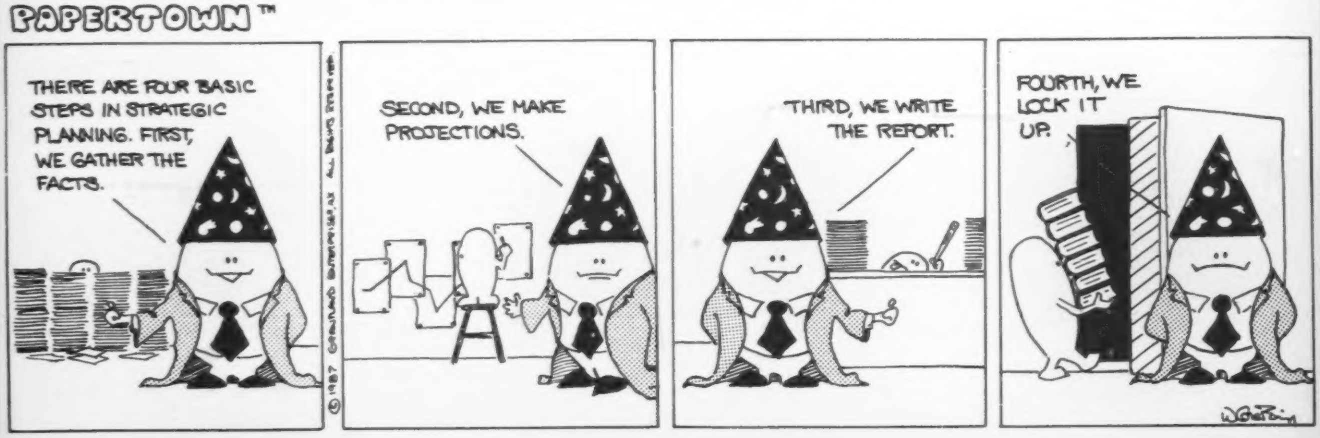
An approach that we have successfully used to get around this problem is to use the internal experts in the organization as trainers. This still requires that a person with good organizing and planning skills be available to organize the training needs, help managers set specific objectives and assist managers in scheduling and conducting the seminars.

We have built two very effective "Economics of the Business" courses around our administrative managers as trainers. The support person organized the information that we used to run our business, i.e., RONA, E.B.T., expense ratios, etc. The administrative managers then presented their concepts in a one day and two day course using actual case problems from our units. Participants remarked that they preferred this approach since the people conducting the training knew the business and had very high credibility with them.

Compared to past approaches using actual generic courses, we found that much higher post-seminar evaluations were obtained at about one-eighth the cost.

Philip L. Morris, vice president,
human resources
Mead Merchants
Dayton, OH

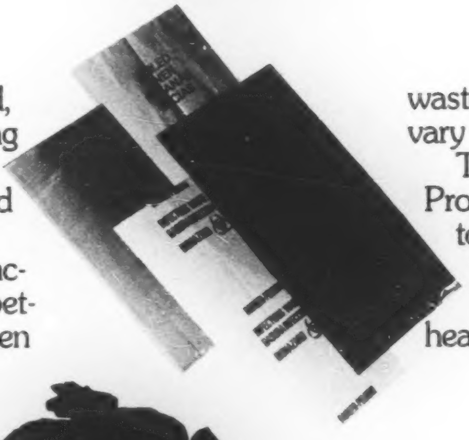
Editor's Note: MN welcomes letters such as these that address a particular issue and seek to provide solutions to problems.


PAPERTOWN ™
THERE ARE FOUR BASIC STEPS IN STRATEGIC PLANNING. FIRST, WE GATHER THE FACTS.
SECOND, WE MAKE PROJECTIONS.
THIRD, WE WRITE THE REPORT.
FOURTH, WE LOCK IT UP.
© 1987
ALL RIGHTS RESERVED

HERITAGE SHOW-STOPPERS '87

Stop by our booth at the show and see the most diversified range of can liners available.

Improved SUPER-TUFF KART PAK® can liners are made from a special mineral-reinforced thermoplastic for premium strength. Designed to fit utility carts in hospitals, institutions and other health-care facilities. Also fits most maid and janitorial carts. Improved Easy-Tear perforation allows single bag dispersement, eliminates random usage, pilferage and time consuming folding and counting. Lightweight for easy handling, compact size requires less storage space.



DuraSeal® liners are imprinted, color coded bags for the handling of contaminated waste. Made from a special mineral-reinforced thermoplastic film, individually folded, DuraSeal bags resist puncture and abrasion failure much better than ordinary bags. Even when waste and storage temperatures vary widely.

Their design is special, too. Properly sized gussets in bag bottoms don't leave pressure points that cause other bags to tear. So DuraSeal bags hold up under heavier loads.

With the RIGHT-SACK® SYSTEM of color-coded bags, colors mean sizes. When a full green bag comes out, a new green bag goes in. The system is available in five colors and clear, all individually folded. Five sizes fit any container properly (8, 20, 32, 44, 56 gals).

Rated 75lb liquid capacity and 100lb dry capacity according to Federal GSA specifications. *RIGHT SACK'S are guaranteed not to leak!* Nothing else can compare.

HERITAGE BAG COMPANY

2051-B Boston Dr. College Park, GA 30337 (404) 996-2670 (Out-of-State) (800) 241-2247

DALLAS ◆ ATLANTA ◆ HOUSTON ◆ CINCINNATI ◆ LOS ANGELES ◆ PHILADELPHIA ◆ NEW ORLEANS

Mead Corp. Plans for the Future Announced

Mead Corporation plans to increase its production of coated natural kraft paperboard while reducing its involvement in corrugated boxmaking. To achieve this goal, Mead's Board of Directors has approved, in principle, actions that would result in the sale of a paperboard mill in Macon, GA which is jointly owned with Temple Inland, Inc.; the sale of 6 of its 14 corrugated container plants; and sale of Brunswick Pulp and Paper Company which is jointly owned with Scott Paper Company.

Mead is currently producing about 400,000 tons of coated kraft paperboard annually, and is operating at full capacity. The company expects to double that capacity, with final decisions to be made by the end of the summer.

Current plans call for Mead and Temple Inland, after the sale of the Macon mill, to each take complete ownership of one of their two remaining mills. Mead would retain the Phenix City, AL mill, while Temple Inland would get the mill in Rome, GA. About 200,000 acres of woodland will be offered with the Macon mill, with Mead and Temple Inland splitting the remaining woodland between them. (This planned division of Georgia Kraft is dependent upon a favorable ruling by the IRS.)

Brunswick Pulp and Paper, a joint venture of Mead and Scott, was built in 1937 and is one of the largest bleached pulp mills in the world. It is backed by about 500,000 acres of woodland. Modernized in recent years, the mill can produce 2,000 tons a day.

Mead does not intend to divulge which of its corrugated container plants will be up for sale until employees and key customers have been notified.

Computerized Routing and Scheduling Program Well Received by Distributors

Roadnet Technologies, Inc., a United Parcel Service Company, recently sold its 100th Distribution Management System program to Henry Lee Company, the largest privately held food distributor in Florida.

Henry Lee is looking forward to cost savings through reduced mileage and reduced overtime, as well as improving customer service and management control. A side benefit of having a computerized routing and scheduling system is the creation of a "no problem" situation if the regular router misses a day of work.

Paper Distribution Industry
Best Sellers

Rank	Publication	Last Mo.
1	Effective Financial Management. *Mullins.* $35.	10
2	Branching and Market Coverage. *Healy.* $35.	7
3	Strategic Planning: A Fitness Program for Wholesalers. *Arthur Andersen.* $35.	2
4	Paper Merchant's Guide to Profitable Management. *NPTA.* $49.	1
5	Paper & Ink Relationships. *Williams.* $30.	—
6	Fine Paper Catalog. *Grade Finders.* $55.	4
7	Win-Win Telemarketing Program. *S. Michael Zibrun.* $135.	3
8	Automated Inventory Management. *Graham.* $35.	9
9	Paper Merchant's Guide to Personnel Selection and Evaluation. *NPTA.* $85.	6
10	Higher Profits from Day One. *Arthur Andersen.* $250.	5

All publications are available from NPTA

3M to Help Sponsor Olympic Games in 1988

A major international marketing program has been initiated by 3M as a result of its becoming a sponsor of both the 1988 Olympic Winter Games in Calgary, Alberta, Canada and the Summer Games in Seoul, South Korea. The program will link four "official product" categories to the games: pressure-sensitive adhesive tapes, magnetic/optical media, thermal insulation and fabric protectors.

The sponsorship agreement allows 3M to use the five-ring symbol in marketing communications; exclusive right to promote certain product categories as "official products" in most world markets, and 3M as a "Worldwide Sponsor;" and use of marks associated with the Winter and Summer Olympic Games and National Olympic Committees worldwide.

G-P Consolidating Pulp and Paper Operations

The majority of Georgia-Pacific's pulp and paper operations that are presently located in Darien, CT will be moved to Atlanta starting in June, with completion of the move scheduled for late summer. A regional office will be maintained in the Northeast. When completed, pulp and paper operations will have been consolidated in Atlanta, according to Conrad Schweitzer, executive vice president-pulp and paper.

Alabama Paper Mill to be Modernized by Union Camp

Union Camp Corporation is planning to spend $188 million over the next two years to modernize its linerboard mill in Montgomery, AL. Originally constructed

"What makes chemicals unique? Nothing!"

But, Carroll's commitment to you is unique.

Your success and ours depends on service. That's why we are as committed to serving you as those who started the company in 1921.

This commitment starts with our staff of chemists, who constantly improve our products to help you make more money. The commitment continues with our drivers and fleet of modern trucks.

Between product development and delivery, our graphic arts department designs and prints your private labels which are applied to bottles blow-molded in our plant. Our artists develop catalogues, brochures, and videos for your sales force. Meanwhile, our sales team is busy showing your representatives [illegible]

[illegible]

Kyle Ogden, President & CEO

CARROLL

YOUR PERFORMANCE PARTNER

Dallas (Garland) Chicago 1-800-527-5722, in Texas 1-800-442-1890

YOU'VE OUR WORD

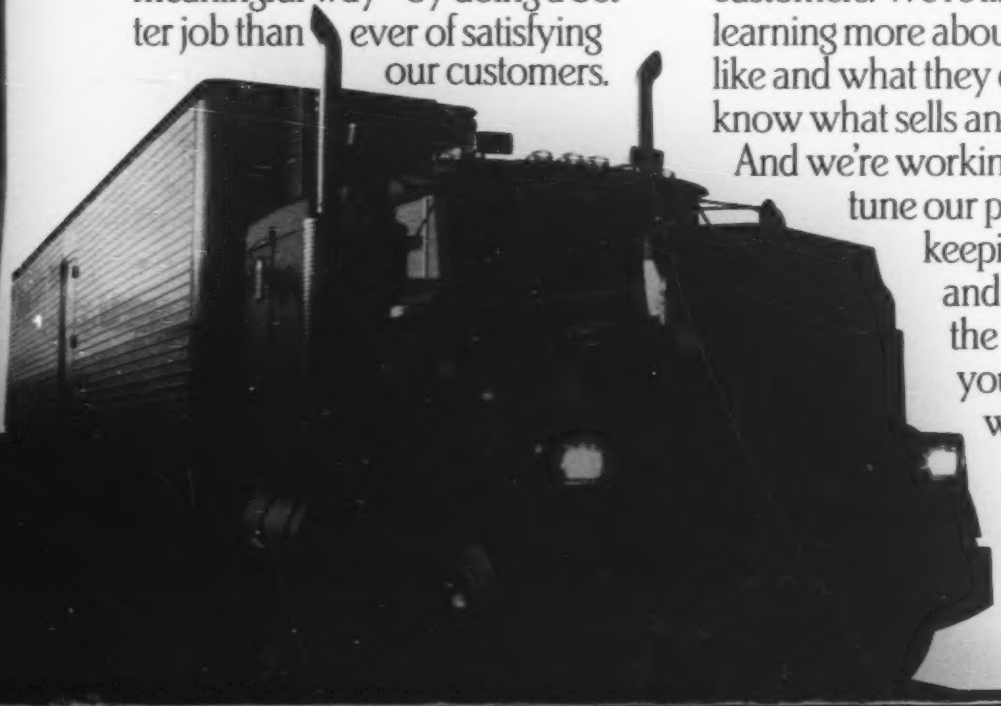
9200
Coronet
Two-Ply
Towels

We know it's tough out there. Always has been. Because, in the away-from-home products industry, you don't build success on empty promises. You give it your best, time after time…or you're history.

A while back, Georgia-Pacific took a good hard look at our place in the business. Frankly, we decided we could do better. We also decided there was only one meaningful way—by doing a better job than ever of satisfying our customers.

The result is a new commitment to quality throughout the Commercial Products & Systems Division—a new spirit of excellence that's reflected in everything we make.

Of course, it all starts with the customers. We're listening and learning more about what they like and what they don't. We know what sells and what doesn't. And we're working hard to fine tune our product lines, keeping the good and improving the rest, to bring you the hardest-working combination of quality, selection



GOT ON PAPER.

and value in the business.

Just as important, we're backing our products with the service you have a right to expect from an industry leader. Call and we'll be there with answers on inventory. Shipping solutions. Tight delivery schedules. Whatever it takes to get the job done.

Plus, Georgia-Pacific is bringing its performance promise to a whole new generation of sales literature, videos, training materials and special sales promotions.

In short, we've come a long way. We're stronger, quicker, better able to meet the needs of today's marketplace…and tomorrow's. And we're going to keep moving. We'll continue to review, adapt and, most of all, listen. Because we want to be the company you—and your customers—look to for quality and service all the way down the line.

Georgia-Pacific

Count on it. After all, you've got our word on paper.

Georgia-Pacific

Commercial Products & Systems Division

320 Post Road
Darien, Connecticut 06820

© 1987 Georgia-Pacific Corporation.
"You've Got Our Word On Paper" is a trademark of Georgia-Pacific Corporation.

YOU'VE GOT OUR WORD ON PAPER.™

The Path is Not Always Straight

Houlihan

I chose the 1987 Convention theme for NPTA—*Paper People Paths to Success*—because I wanted to stress the importance of the people in our companies to our ultimate success. There is no denying that our personnel is our most precious resource. Look at it this way, if you are a company president, you're part of that resource just as everyone else is who works for you.

The point is that we are all in this together. Use your talents wisely. Be a good example for the people who work for you. And be success-oriented.

It is important to learn as much as you can about your industry, and encourage your employees to do the same. Educate yourself and others. Be a leader.

What I have written is much easier to say than do. Time pressure and problems seem to get in the way, and our paths to success often take some nasty twists and turns. But, don't let that stop you.

The 1987 NPTA Convention will be a time and a place to collect yourself and review your own "path to success." Use the meetings and special functions at this important annual event to help you refocus yourself on your goals. You may be able to straighten out your path a bit and bring that illusive goal just a little closer.

I hope you will join me in Atlanta. Success may be just a Convention away.

Francis J. Houlihan
NPTA Chairman

in 1967 with a capacity of 800 tons of linerboard per day, expansions in 1977 and 1980 increased the plant's daily capacity to 2,000 tons. The latest project will boost the mill's capacity 20% to 2,400 tons per day.

Cogeneration Plant Planned for Marcal Paper

Plans have been announced for the construction of a cogeneration plant at Marcal Paper Mill's Elmwood Park, NJ site. The plant, which will produce both steam and electricity from a single fuel source will be designed, built and operated by Energy Initiatives, Inc. of Morristown, NJ, a subsidiary of Jersey Central Power and Light Company (JCP&L).

Marcal currently uses up to 20,000 KW of electricity and 200,000 lb/hr of steam in manufacturing and packaging various types of napkins and tissue products. The cogeneration system will be able to produce up to 65,000 KW of electricity in addition to the needed amount of steam, with the excess being sold to JCP&L. Public Service Electric & Gas (PSE&G), the area utility, which will provide the natural gas to fuel the plant, will also transport the excess electrical power to JCP&L.

Construction permits are pending, and it is hoped that construction can begin in the Spring of 1987 with the target date for completion set for January, 1989.

Robert L. Marcalus, Sr., chairman of Marcal Paper Mills, stated, "Cogeneration will substantially reduce Marcal's energy costs, allowing us to maintain the same high quality and low prices for which our products are known."

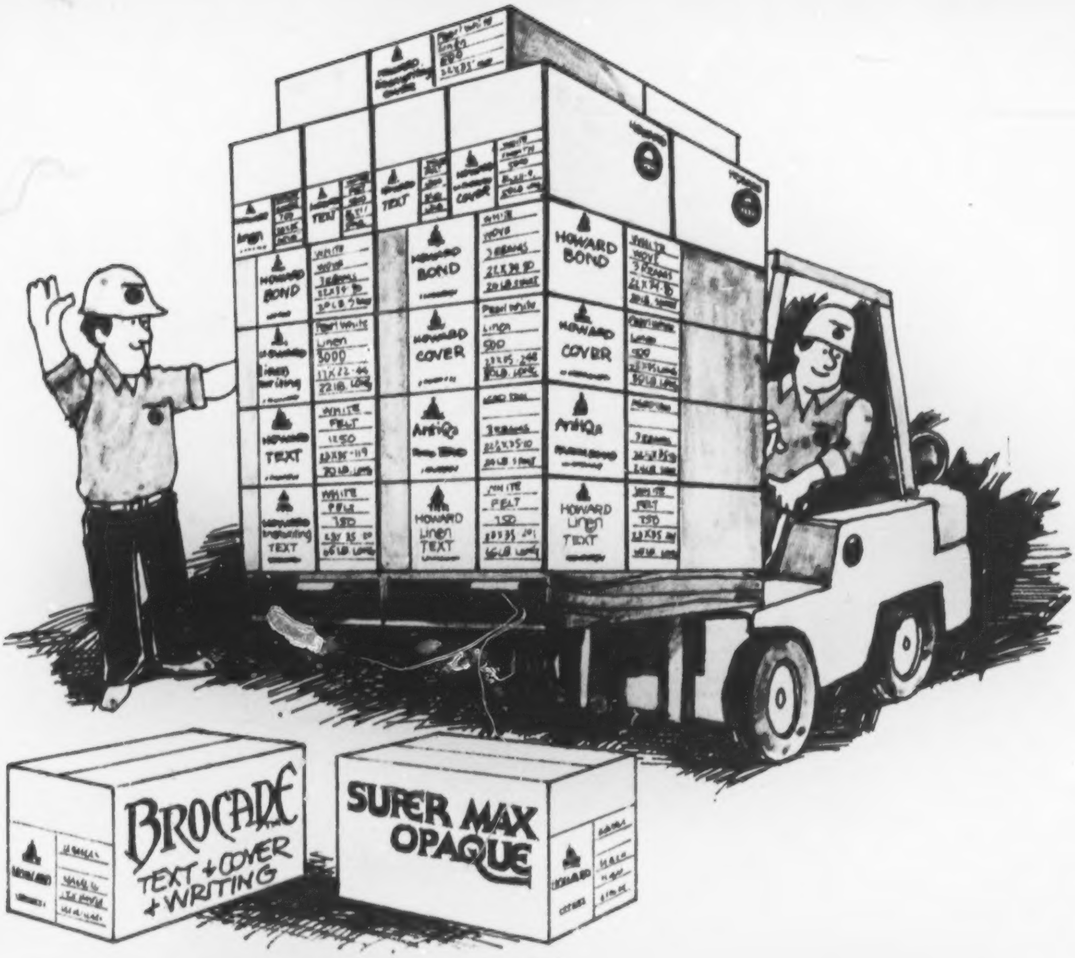
Family Managed Company Marks 75th Anniversary

In 1912 it was a one-man horse-and-wagon operation in Manhattan. Today, 75 years later, Cross Siclare/New York, Inc. is located on Staten Island, where it has vast paper inventories and the equipment to convert mill rolls to press rolls and press-size sheets—and is still under family management.

To mark its 75th anniversary, the company has adopted a new logo based on the the theme: "75 and growing up!" It will be used in advertising and promotion, and placed on skid wrappers, cartons, stationery and trucks.

Record Contribution to Employee Stock Trust

Leslie Paper, headquartered in Minneapolis, has made a record annual contribution to its Employee Stock Ownership Trust (ESOT), placing over $1 million in company common stock in the accounts of 216 eligible employees. All non-union Leslie employees who are at least 21 years of age, have worked for the company for one full year and continue


HOWARD BOND
HOWARD COVER
HOWARD TEXT
ArtiQa
HOWARD Linen TEXT
BROCADE
TEXT + COVER + WRITING
SUPER MAX OPAQUE

"THE MARKET MAKER" ADDS TWO NEW ONES.

The already large line of papers made by Howard for you to sell has now been broadened by two new grades. Recently Howard announced the availability of Brocade Laid Text, Cover and Writing in 5 colors and two whites. In 70 Lb. Text, 65 Lb. Cover and Sub. 22 Writing. Also new Super Maxopaque for even brighter lightweight opacity. This really gives you a complete Howard line to sell.

Add these to the hundreds of sizes, weights, colors, finishes in all the grades we've had and you can see that, more than ever, Howard makes what you need to meet the requirements of your marketplace. We can ship quickly in 4 to 400 carton orders. Pool your orders, fill up a truck and get a big freight break. Howard really is "The Market Maker".

THE NATION'S PRINTING PAPERS
HOWARD

HOWARD PAPER MILLS, INC.
115 Columbia Street
P.O. Box 982
Dayton, Ohio 45401

to work for at least 1,000 hours per year are eligible for ESOT contributions. The majority of Leslie Paper shares are now held in the Employee Trust, with the balance being held by employees who have acquired shares over and above the annual contributions.

According to the National Center for Employee Ownership, there are 8,000 companies that are sharing ownership today with over 8 million employees. This trend has been encouraged by Congress since 1974, when tax incentives were provided to companies setting up employee ownership plans. The Center estimates that employee owned companies will grow 40–46% faster than they would have without employee stock plans.

Leslie reported 1986 sales of $208 million, a 20% increase over 1985. Since starting its stock distributions in 1972, Leslie has grown from $11 million in sales and has earned national recognition for its example of employee ownership. Leslie is currently re-designing its company logo to include the words "An Employee Owned Company," and every employee owner will soon carry a calling card that identifies him or her as "Partner."

To illustrate the value of employee ownership, Leslie points to its productivity figure, measured by sales per employee, of $715,000 in 1986, a rate Leslie says is substantially ahead of most other paper distribution chains. The company looks forward to significant increases in productivity performance in 1987 as some newer operations mature.

As part of its expansion, Leslie has created a new Publishing Division, "Leslie National Sales Division," based in Des Plaines, IL.

Sales Divisions Merged by IFC Nonwovens, Inc.

The Industrial and Critical Environment sales divisions of IFC Nonwovens, Inc., Jackson, TN, have been combined into a new division called the Industrial and Safety Division. The Industrial Wiper Division has been serving 2,000 paper and janitorial supply merchants with an industrial and food service product line of wipers in more than 60 varieties.

In September, 1986, IFC started a division called the Critical Environment Wipe Division which was expanded nationwide in January. That division sells a line of high tech and laboratory wipers to industrial, clean room and safety supply distributors. The merger of the two divisions has been done to prepare for the introduction of a new line of disposable work wear and accessories during the 2nd quarter of the year. The new line, to be marketed under the name Suit-All®, will consist of a complete array of garments, coveralls, lab coats, shoe covers, hair nets, etc. for both safety and keep-clean markets.

IFC is celebrating its tenth anniversary this year, and has become, over the last five years, one of the country's fastest growing businesses, selling to distributors in all 50 states, the Caribbean Basin, Canada and the United Kingdom.

RETAILERS CAN
SELL ANY ORDINARY BULB

[redacted]

People in the News

John R. Curtin has become president of WWF International Limited, New York City, a division of WWF Paper Corporation. WWF International specializes in importing and exporting high quality packaging and printing papers. Mr. Curtin had been a vice president of Continental Can Company before assuming his new position.

Leonard Greenbaum, vice president of Ginsburg Brothers, Inc., Somerville, MA, will be retiring at the end of April after 38 years in the paper industry. **Shirley Nixon**, Ginsburg's director of purchasing, will be retiring at the end of June after a long career in the paper industry. **Judith Markey** will replace Mrs. Nixon as director of purchasing. **Michael Tereshko**, formerly with Mobil Chemical Co., has been appointed special products manager for Ginsburg. **Linda Cuzziere** has been promoted to customer service manager, and **Donna Baldassari** is now manager of telemarketing operations.

Winners of the Wilcox Paper Company's "Sunbelt Contest" are, left to right: Jon Bergherr, Roy Broeren, Jack Colvin, Dick Mast, Rick Mendel, Larry Bengtson, Norman Peterson, Mark Kelly, Bob Gulden and Steve Streitz. (Not pictured—Phil Koller.) They will all enjoy a 4 day weekend in Paradise Island, Nassau, Bahamas, where they will attend their 1987 Sales Conference Seminars.

George W. "Bill" Easterbrook, former chairman of the board of the Tobey Peoria Paper Co., a division of Distribix, died in a Boston hospital in early January. Mr. Easterbrook, who retired in 1980, had also spent 30 years as branch manager of the Butler Paper Co. in Peoria, IL.

J. Arthur "Art" Kelly retired at the end of March as president of Kelly Paper Company, Los Angeles, following Kelly's acquisition by a Dutch corporation. At age 76, Mr. Kelly, an avid skier, was working every day, but is now looking forward to spending more time on the slopes. **William J. "Bill" Cullinane**, Kelly Paper's general manager and vice president, preceded Mr. Kelly into retirement at the end of February.

Jack L. Thomas has been elected a vice president of Century Papers, Inc. of

Marvel long-life lamps are not your ordinary light bulbs. They cost less, and last twice as long. And since they're sold exclusively through distributors, you never have to worry about price cuts at the retail level. Marvel has a full line of long-life incandescents, fluorescents • special-colored fluorescents, quartz, mercury vapors, high and low pressure sodium lamps and now new Ener Gee Save lamps.

Plus all the promotional materials you need to spark your customers' interest. Turn the lights out on retail competition. Sell the bulb they can't. Give us a call toll free (800) 845-6421. We'll be glad to show you the light. Made in the U.S.A. by

MARVEL LIGHTING CORPORATION
(An American Brands Company)
222 Bridge Plaza South
Fort Lee, New Jersey 07024

BUT ONLY DISTRIBUTORS
CAN SELL A MARVEL

BROWN
BRIDGE
&
MERCHANTS

Sticking together

Sticking together with quality adhesive-coated labeling products including STRIP-TAC™ pressure sensitive, water sensitive PANCAKE™ dry gum, FlatOut™ conventional gum and RED STREAK™ industrial tapes. Heat sensitive HEAT SEAL completes the line.

BROWN-BRIDGE/Kimberly-Clark
518 E. Water St., P. O. Box 370, Troy, OH 45373
TOLL FREE: 800-543-9452 (In Ohio 800-537-0716)

Kimberly-Clark Corporation

Houston. He will retain his current title as chief financial officer and secretary. Century has also made Michael G. Moncrief a full vice president-administration in addition to being assistant secretary, and Kenneth V. Bourne, Jr. has been elected treasurer in addition to being controller.

John Bausman has been appointed to a newly created position of sales manager-printing papers by Butler Paper, Baltimore, MD. Mr. Bausman has nearly 12 years experience in the paper industry, and has been associated with Butler, part of Great Northern Nekoosa Corp., since early 1983.

Frank M. Burrow, sales manager of ALTO Papers, Carrollton, TX, has been elected vice president of ALTO as well. ALTO Papers is a division of Bradner Central Company, Chicago. **Rosanne S. DeLegge**, assistant secretary of Bradner Central, has been appointed to the new position of assistant to the chairman in addition to her present duties.

John C. Whitaker, formerly assistant to the president and director of public affairs for Union Camp, has become a vice president of the corporation.

Bryan Ginns, regional manager of Miami Paper Corporation's New York office, has taken on the additional responsibilities of national sales manager, a new position in the company. Mr. Ginns has 25 years of experience in the paper industry in England and the U.S., and has been with Miami Paper for eight years.

Robert C. Johnson has been named assistant vice president-converting sales by Mead Paper. He will be concentrating his efforts on Mead's national forms accounts and other major direct forms customers, and will continue to maintain his office in Chicago.

Tad Shimomura, manager of Georgia-Pacific Corp.'s Tokyo office and senior vice president of Georgia-Pacific International Corp., has been awarded the company's Distinguished Service Award. Mr. Shimomura earned G-P's highest honor for his key role in developing the company's presence in Japan in the areas of market pulp, wood chips, containerboard and paper since opening the Tokyo office in 1967.

Cecelia K. Ercin has been appointed graphic production manager for Georgia-Pacific Corporation's pulp, paper and packaging operations. She will be responsible for production of sales literature and promotional materials as well as trade show exhibit management for several G-P divisions. Ms. Ercin brings to her new job ten years experience in graphic production with many major Atlanta advertising and printing firms.

Robert A. Larose has been changed from credit manager to group customer service manager at The Fonda Group's St. Albans, VT facility. **Evelyn C. Chappell**, formerly customer service manager, has been named manager of special services in the Information Services Group.

Judy Miller has been named sales manager-private label for the Fonda Group, Inc. of Union, NJ, a national manufacturer and supplier of disposable paper products. Ms. Miller had been eastern regional manager for the Lily-Tulip Consumer Division prior to joining Fonda.

Ronald P. Hogan has been elected executive vice president—operations by the Georgia-Pacific Corp. **George A. MacConnnell** has succeeded Hogan as senior vice president—Distribution Division, while **J. Wayne Amy** has been

FRONT RUNNER DOOR MATS

Keep floors Fresh as a Daisy!

When in the Atlanta area you are cordially invited to visit our manufacturing Facility in Acworth, Georgia.

Front Runner Door Mats are your first line defense against grit accumulation and floor deterioration. The double-tough construction of vinyl covered woven nylon loops permanently embedden in a non-slip, heavy-duty vinyl backing makes Front Runner the ideal entrance mat. Dirt, sand, water, and snow are trapped below the mats looped surface where it stays hidden. One quick shaking, vacuuming, or hosing cleans Front Runner making it ready to start trapping more dirt and protecting more floors. Front Runner Mats come in six attractive colors to fit into any decor and are available in the following standard sizes: 2' x 3', 3' x 4', 3'x 5',3'x 6',3'x 10',3'x 20',3'x 60',4'x 6',4'x 8',4'x 10',4'x 20', and 4'x 60'. Special cut sizes are available.

AMERICO
MANUFACTURING CO., INC.

6224 North Main Street
P. O. Box 1000
Acworth, Georgia 30101

404-974-7000(Atlanta)
800-241-9902

BLUE

GOLD GREEN BROWN BEIGE RED

named vice president of the Distribution Division's Southwest Region, replacing Lawrence B. Trammel who retired at the end of 1986.

James M. Piette has been elected to the position of vice chairman of the Union Camp Corporation. He will concentrate on long-range strategic planning including acquisitions and major capital investments. Jerry H. Ballengee succeeds Piette as head of the Packaging Group while continuing as senior vice president and general manager of the Kraft Paper and Board Division. Senior vice president William B. Howes has been given the added responsibility for all sales and marketing activities of the Kraft Paper and Board Division.

Keith Deutsch has been promoted to marketing manager of Marvel Lighting Corporation, Fort Lee, NJ, a domestic manufacturer of long life light bulbs. Bob Cooper has been named eastern regional manager and Harold Linskey has been appointed manufacturing manager for Marvel.

Carroll Announces Two Acquisitions

Carroll Company of Garland, TX has acquired Southern Chemical Products Company of Macon, GA, which it intends to operate as a separate entity. Steve Johnston, vice president of sales and marketing, assured the Southern distributor network that there will be no change in representation, but that there will be improvements in products and services.

Carroll also revealed that it had purchased a 75,000 square foot manufacturing and warehouse facility in Chicago to serve both Carroll and Southern distributors throughout the Midwest and Southeast.

EVENTS

MAY

3–8 & Nov. 8–13. *Paper Distribution Management Development Program at Miami University, Oxford, OH. Contact NPTA.*

6. *New England Paper Merchants Association's Annual Meeting. Contact Albin Johnson, Jr., 617-748-2272.*

19–20. *NPTA's Human Resource Management Conference, St. Louis, MO. Contact NPTA.*

JUNE

1. *Boston Paper Trade Association's Golf Outing. Contact Albin Johnson, Jr., 617-748-2272.*

15–17. *International Pulp-Paper & Converting Exhibition and Conference for Asia, Tokyo International Fair Grounds (Harumi). Contact William R. Burris, E. J. Krause & Associates, 301-986-7800.*

16–19. *Paper Industry Management Association's (PIMA) 68th Annual International Management Conference, Radisson Hotel South, Minneapolis, MN. Contact Scott Baumruck, 312-956-0250.*

19–23. *Heart of America Paper Association Meeting. Lodge of Four Seasons, Lake Ozark, MO. Contact William E. Saunders, 314-946-8733.*

JULY

31. *Managing Customer & Product Line Profitability. del Cornado Resort, San Diego, CA. Contact NPTA.*

Scott Paper to Modernize Westbrook Plant, Spends $70 Million on Upgrade

The S.D. Warren subsidiary of Scott Paper will be spending $70 million to upgrade pulping facilities at its paper mill in Westbrook, ME. As part of the upgrade, several old pulp digesters will be replaced with a new low-energy pulping system and a new recovery boiler will replace the existing one.

The project is another step in Scott's continuing efforts to reduce costs by increasing the integration of its pulping facilities with its papermaking operations.

The schedule has construction beginning in early April, 1987, with completion of the new pulping system expected by mid-summer of 1988 and the recovery boiler slated for completion by the end of 1988.

PAPER Foundation Receives Gift

The Paper And Plastics Education Research (PAPER) Foundation's Endowed Chair Program has received a donation from the Southeast Paper Trade Association, reports John F. Church, Jr., chairman of the Foundation and president of the Cincinnati Cordage and Paper Company.

"Donations such as these," he said, "strengthen our industry. It shows that paper distribution is pulling together to support this worthy program."

MN listed all contributors to the Foundation's Endowed Chair program in the January issue. Butler Paper Company was mistakenly omitted from the list of contributors "whose commitment to the project is much appreciated," Church said.

Gould Paper Forms New Midwest Subsidiary

Gould Paper Corporation of New York recently created its second subsidiary, designed to help expand Gould's penetration of the Midwest markets. The

Months in development. Two hours to run off.
Sound familiar?
Spectrum copier paper got the job done.

That's consistent performance.

When it comes to meeting deadlines, our success usually depends on how fast we can print the job. That's why I rely on Spectrum copier paper. Every sheet of Spectrum is identical. The same size. The same quality finish on both sides. The same shade of white from package to package.

Spectrum delivers clean, crisp, trouble-free reproductions time after time, whether we're printing on our high-speed copiers or our most sophisticated printing presses.

Spectrum copier paper comes in Hi-Brite, Duplicator/Liquid Toner, Dual Purpose, and Mimeo. And in six exciting colors—blue, green, pink, yellow, goldenrod and ivory. It is also available in three sizes plus three hole punch.

If your printing needs demand speedy shipment, you can rely on Georgia-Pacific's innovative inventory and stocking program to make Spectrum available to you on a moment's notice.

So when timing is tight, look to Spectrum. It takes the worry out of deadlines.

Georgia-Pacific
Printing Paper Division
WE'RE COMMITTED TO PAPER

PECTRUM™ DP SPECTRUM™ DP SPECTRUM™ DP SPECTRUM™ DP

new company, Clifford-Gould & Wade, will operate as a direct subsidiary of Clifford-Gould Paper Corporation and will be headquartered in Bannockburn, IL near Chicago. It will be headed by Kevin P. Wade, formerly with the Richard Lewis Paper Corporation in Northfield, IL. Mr. Wade has had almost twenty years experience in the paper industry. Formation of the new company is expected to help bring the annual sales volume of the Gould group past the $200 million level by the end of 1987.

Ris Relocates Baltimore Office to Research Center

The Baltimore office of Ris Paper Company was moved in mid-April to a new building in the Caton Research Center on Vero Road. The company now has 18,000 square feet of space (almost double their previous 10,000 sq. ft.). Baltimore branch manager Bill Pigg stated, "The high ceilings increase our capacity and the new building will mean faster and more efficient service to our customers."

Ris Paper, headquartered in Garden City, NY, has annual sales exceeding $300 million and was cited by *Forbes* magazine as being among the 300 largest privately held firms in the country.

Union Camp to Acquire Folding Carton Company

J. & P.B. Myers, Inc. of Moonachie, NJ will become part of Union Camp Corporation's Folding Carton Division, while retaining the Myers name. Myers has been in business since 1912 and was a wholly owned subsidiary of Goody Products, Inc. of Kearny, NJ, a manufacturer of hair acccessories and other consumer products. In addition to producing die-cut, embossed and gold-leaf-stamped packaging, Myers has a seven-color printing press capable of applying in-line coatings, while Union Camp's printing capabilities include sheet-fed gravure and lithographic printing. Myers operates from two leased buildings: a 100,000 square foot manufacturing plant and a 50,000 square foot warehouse. Union Camp's principal customers for folding cartons are firms in the cosmetics and pharmaceutical industries.

DIXVILLE NOTCH
NEW HAMPSHIRE
Bob Larson
Bill Steele

The newly formed Monadnock Paper Mills Merchant Advisory Council held its first meeting in New Hampshire recently. (standing-L–R) Louis R. Busche (Monadnock), E. Charles Walton (Sloan), Thomas Ferguson (Andrews/Nelson/Whitehead), Richard Reed (Monadnock), William E. Steele (Ris), Robert C. Larson (Monadnock), E. Geoffrey Verney (Monadnock), Paul Finley (Olmsted-Kirk) and Daniel Claus (Old Colony Envelope), and (seated) Joachim Wamser (Monadnock), H. H. Collina, Jr. (Old Colony Envelope) and Kenneth DeMoura, Attorney.

Advertiser List

American Fibre Velope	**25**
Americo Mfg.	**17**
Artco	**28**
Bay West	**26 & 27/79**
Berwick	**53**
Betco	**55**
Boise Cascade	**47**
Carroll Company	**9**
CPI	**3**
Dixie/Marathon	**96**
Domtar	**35**
Drackett	**23**
Eastern Fine Paper	**51**
Equality Stribbons	**65**
Fischer	**52**
Flambeau	**2**
Forman	**71**
General Plastics	**69**
Georgia-Pacific Fine Paper Division	**19**
Georgia-Pacific Industrial Products Division	**10 & 11**
Glenmark Ind.	**21**
Heritage Bag	**7**
Himoline	**56**
Howard Paper Mills	**13**
IFC Nonwovens	**33**
Ivex	**59**
Kimberly-Clark Corp.	**16**
Marcal Paper Mills	**31**
Marvel Lighting	**14 & 15**
Mead	**4**
3M	**37**
3M TAD Group	**61**
New York Envelope	**39**
Paper Corp. of America	**73**
Professions, Inc.	**41**
Rixie Paper	**42 & 43**
Shorr Paper Co.	**77**
Stahl Soap	**64**
Standard Paper	**81**
Temple East-Tex	**29**
Texize	**95**
Thacker	**62**
United Paper	**45**

We're Professional Boxers...

...Making Your Product the Main Event!

We're Glenmark Industries, and we're professional boxers. That's right – we're professionals at making boxes. We also manufacture, stock and distribute:

○ Bakery Boxes	○ Corrugated Circles, Pads & Trays
○ Deli Boxes	○ Pizza Boxes
○ Wax Bags	○ Foil Laminates
○ Poly & Specialty Bags	○ Panliners (Silicone & Quilon)

We're the champions in the custom packaging arena, too. Our "secret weapon" is our custom design capability – not just in folding cartons, but in corrugated products, wax bags and so on.

Give us a call. Odds are, we've got everything you need. Or mail in the coupon, and we'll send you a package with some real punch!

O.K. Knock me out!

Rush me your FREE SAMPLE CONTAINER KIT, which includes a standard container as well as your exclusive HOLIDAY DESIGNS.

Name

Company

Address

City

State, Zip

GMI

Glenmark Industries Inc.
1100 Pidco Dr., Plymouth, IN 46563
(219) 936-2118

Printing Paper

Miami Printing Show Enjoys Record Turnout This Year

The Printing Industry of South Florida (P.I.S.F.), sponsor of the Graphics of the Americas show, announced that the show was the biggest ever in attendance, size and number of exhibitors.

Despite competition from the Super Bowl, the Miami-based event attracted almost 19,000 visitors, including more than 4,000 who came from countries in Central and South America and the Caribbean region. E. M. Abrams, president of P.I.S.F., commented that attracting so many people from outside of the U.S. "elevates the Graphics of the Americas from a regional trade show to one of international recognition."

Exhibit space was up 33.7%, the number of exhibitors was up 9.2% and attendance was up 9.4% over 1986. The show is very appealing to the operators of small and medium size companies because of its emphasis on the types of machines and systems used by those companies. An exhibit of color proofing processes was presented by Michael H. Bruno, a graphic communications technologist, and a full seminar program covering subjects ranging from marketing programs to press problems was presented by industry experts.

The annual Americas' Man of the Year Award was presented to Armando Birlain, president of Gamma Industries, S.A., Colonia Polanco, Mexico. Mr. Birlain brought with him a replica of the first printing press to be used in the New World in 1539.

Louis M. Moyroud, who invented the phototypesetter in 1944, put in a surprise appearance at the show. Mr. Meyroud's invention is the basis of current typesetting methods used throughout the world.

The 1988 show is already in the planning stage and is scheduled to be held at the Miami Beach Convention Center, January 22–24, 1988.

Canada Cancels 10% Book Tariff on U.S. Publishers

The Government Affairs Department of Printing Industries of America, Inc. (PIA) reports that the Canadian government had removed the 10% tariff that had been placed on books in June, 1986. The Canadian move was in retaliation for a tariff imposed in 1986 by the U.S. government on Canadian cedar shakes and shingles. PIA had objected to the tariff and had made it part of an official trade complaint. Removal of the tariff brings the situation back to where it was prior to June, 1986, but doesn't affect the high tariffs still being levied by Canada on catalogs, advertising and a number of other printed items.

GPO Expects Accurate Phone Information—Or Else!

If you sell to the Government Printing Office, be very careful what you tell them on the phone. As part of their contract compliance efforts, officials at the GPO periodically call contractors on the day a job is supposed to be shipped to verify that it is actually being shipped. If a contractor says that the job has been shipped but it is revealed later that there was a shipping delay, the contractor can be found in default. The moral is: be honest and accurate in what you say.

Changes in Copyright Law May be Proposed Again

The Government Affairs Department of Printing Industries of America, Inc. reports that Senator Thad Cochran (R-MS) is expected to reintroduce a bill, last debated in 1982, which would give additional copyright protections to independent artists and composers.

Current law defines work-for-hire as work prepared by an employee within the scope of his or her employment (which makes the work produced the property of the employer), or works that are specially commissioned if the parties contractually agree in writing that the work will be considered work made for hire. Normally, it is considered that an employer is entitled to the rights of work produced for him in exchange for his providing salary, job security, creative work area, tools and materials, benefits and possibly bonuses.

Free lance artists claim that, if they expect to sell their work, they are forced to sign contracts which take all copyright protections away from them. The artists point to the fact that most exercise total creative control and produce the work in their own studios, absorbing all overhead costs and risks.

The proposal expected to be placed before the Congress would change the definition of employee to expressly exclude free lance artists producing all types of work except motion pictures. This would give free lance artists the ability to enforce standard "all rights reserved" contracts or, in the case of contributions to collective works, the transfer of only limited rights.

Industrial Paper

Medical Disposables Packaging Report Published by F & S

Pharmaceutical & Medical Disposables Packaging Materials, Products & Packaging Machinery Report, published by Frost & Sullivan, Inc., a New York-based market resource company, states that packaging for health care products has increasingly become an intrinsic element of the product itself. Packaging and products have experienced a growing interdependence in design, usage and function. The development of medical disposables, for example, instead of reusable products, stimulated the requirement for high quality, sterilizable packaging materials that would ensure complete product safety. Similarly, without the availability of such materials, the growth of disposable medical products would not have been possible.

Windex
Drackett
Renuzit
CONCENTRATE
Windex
CONCENTRATE
CONCENTRATE
VANISH
CONCENTRATE
Drackett
Windex
Drackett
Windex
DISPENSER
Drackett
Windex
SPRAYER

New! Dependable brand name products in an economical pre-measured concentrate system.

Pre-measured concentrates make sense.

Drackett pre-measured concentrate chemicals help to insure precise dilution ratios for consistent cleaning results every time. They help to reduce waste, misuse and costly mistakes. Packaging is color coded for instant identification.

Brand name products you can trust.

The Handi-Pour™ System offers one important feature no one else does…the proven performance of Drackett quality. There's Windex® Glass Cleaner, Renuzit® Air Freshener, Vanish® Bathroom Cleaner, Mr. Muscle™ All Purpose Cleaner and Mr. Muscle™ Degreaser. Each has been formulated for maximum cleaning performance when diluted.

Unique 2 1/2 Gallon Dispenser.

The custom designed 2½ gallon dispenser is easy to handle, lightweight and makes refilling fast, easy and convenient.

Quality, performance, dependability in an economical pre-measured concentrate system. The Handi-Pour System from Drackett.

Drackett
professional products
our job is making yours easier™

© 1984 The Drackett Products Company
5020 Spring Grove Ave. • Cincinnati, OH 45232

The health care packaging market is estimated at $1330 million in 1986, the major sector being pharmaceutical packaging at approximately $780 million, followed by medical disposables at $550 million. In 1990, the market is projected to reach over $1520 million (in constant 1986 dollars), with pharmaceutical packaging and medical disposables accounting for approximately $844 and $677 million respectively. Growth influences will include an increasingly aging population, expanded forms of medical service beyond the hospital sector, competitive conditions among pharmaceutical manufacturers (including generics), new drug developments and medical procedure capabilities and growing popular concern with personal physical health. These will be balanced by the negative influence of continued cost containment efforts throughout the health care industry and the probability of reduced economic growth over the next few years.

Frost & Sullivan's 370-page report had as its major objectives to:

- establish the size and growth prospects of end user markets for the major types of packaging of pharmaceutical products and disposable medical devices;
- assess the most important factors influencing market growth, particularly the outlook for the pharmaceutical and medical device markets in the light of major changes in the health care industry;
- evaluate the key technical, legislative and end-use trends which will impact upon the packaging market;
- identify the major participants in the health care packaging market, and the products which they offer;
- analyze market conditions in each of the major packaging material and product categories, describing the key technical and commercial developments in these categories;
- forecast the size and growth of markets for pharmaceutical and medical disposable packaging products and packaging machinery, and examine current conditions and the future outlook for the major sectors of this market.

The information contained in this report was derived from a variety of primary and secondary sources. Secondary research, conducted prior to field interviewing, included technical and trade journals, professional publications, government statistical resources and company annual reports and publications. This provided a basis for detailed discussions with pharmaceutical manufacturers, packaging raw materials manufacturers and converters, manufacturers of machinery and equipment, hospitals and other health care institutions and professional and industry bodies at many different management levels. All opinions and key findings based on secondary sources were evaluated for validity and relevance in the interviews. Discussions took place at a medical packaging seminar and at four trade shows held during the study period: Eastpack and Interphex in April, 1986, the Medical Device and Diagnostic show in June, 1986, and the Pharm Pack Expo in September, 1986, which were attended by the project directors.

For further information, contact Frost & Sullivan, Inc., 212-233-1080.

Advantages of Paperboard Packaging Described at Expo

Examples showing how paperboard packaging fulfills each of seven key functions of consumer packaging were presented by Spencer A. Johnson at the recent Pack Expo Convention held at the Javits Center in New York. Johnson, vice president of the Paperboard Packaging Council, showed a series of paperboard packages as part of a panel presentation on how the "Paper Industry Meets the Challenge of Plastic Competition." The cartons shown to the audience illustrated the following packaging functions:

- Containment for liquids as well as dry, free-flowing products. Containers are shipped and stored flat until needed at the packaging site.
- Brand identification, to reflect the manufacturer's image in the marketplace.
- Protection, for delicate objects and glassware.
- Pilferage reduction, for small products through use of carded packaging of paperboard blisterpacks.
- Unitization, to assemble individual serving-size containers into easy-to-distribute 2-packs, 4-packs and 6-packs.
- Promotion, using paperboard packaging systems to attach trial-size products to a well-known main product.
- Communication, using paperboard's superior graphic display characteristics to tell the consumer about the benefits of the product.

Also mentioned was the use of ovenable paperboard which can be used for food packaging that can go directly into a conventional or microwave oven—while eliminating the need for a separate outer carton.

During the presentation, Johnson also explained in detail how the paperboard package has gone head-to-head with plastic in the marketplace and demonstrated the paperboard milk carton's advantage over the plastic jug. He described the PPC Milk Packaging Group's ongoing advertising and public relations campaign that promotes the nutritional advantages of the paperboard carton in protecting milk from light-induced loss of vitamins.

The audience also heard from William V. Driscoll, vice president of the American Paper Institute, who gave illustrations of how paper packaging has met the challenge of plastic competition in grocery sacks, corrugated boxes and other end-use markets for paper packaging.

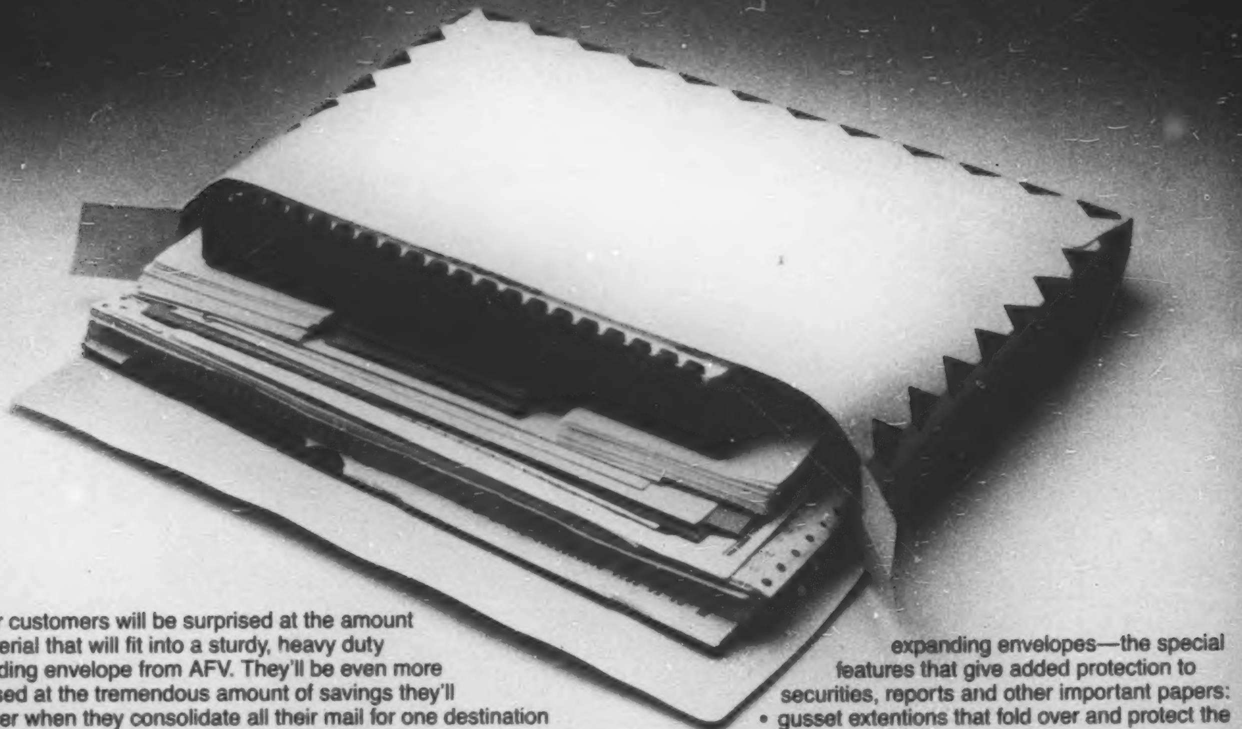
NPTA Industrial Division Conducting Member Survey

In 1984 NPTA industrial members accounted for $4.7 billion in sales of Packaging Supplies and Equipment. This represented, in share of total sales by commodity class, over 50% of their sales.

Because Industrial Packaging is so important to our members, the NPTA Industrial Papers Division is considering the institution of a university-based program on Industrial Packaging. This program would be developed for the mid-level or reasonably experienced employees in your firm who are involved in the sales, maintenance of packaging accounts and other activities related to Industrial Packaging.

It is proposed that this program be

INTRODUCE THE ENVELOPE THAT CAN SAVE CUSTOMERS THOUSANDS OF DOLLARS AND SAY HELLO TO INCREASED SALES!



Your customers will be surprised at the amount of material that will fit into a sturdy, heavy duty expanding envelope from AFV. They'll be even more surprised at the tremendous amount of savings they'll discover when they consolidate all their mail for one destination into one envelope. And *you'll* be surprised when you see the increase in your sales as customers come back time and again for AFV expanding envelopes.

Sending several flat envelopes to a single address is wasting postage dollars. This chart compares the costs of mailing 2 lbs. 4 oz. of material in three flats versus one AFV Expanding Mailer.

Three Flat Envelopes		One AFV Expanding Envelope	
Postage:		Postage:	
12 oz.	$2.09	36 oz.	$2.40
12 oz.	2.09	Total . . . 36 oz.	$2.40
12 oz.	2.09	Envelope cost:	
Total . . . 36 oz.	$6.27	1 kraft expanding	.35
Envelope cost:		TOTAL COST	$2.75
3 kraft flats @ 8¢ ea.	.24		
TOTAL COST	$6.51	SAVE 58%	

Just look at those savings in a single mailing! And when you multiply that by the thousands of mailings that go through mailrooms, you can see how easy it is to save thousands of dollars in postage alone.

And there are other savings, too. Savings on labor costs, because AFV expanding envelopes require less handling. Savings on storage costs, because customers need to stock fewer envelopes. Savings on registration costs, because they register only one envelope instead of several.

Here's another reason your customers will switch to AFV expanding envelopes—the special features that give added protection to securities, reports and other important papers:

- gusset extentions that fold over and protect the ends and corners;
- large flap that seals down over seams and reinforces the envelope (available with remoistening gum and Press-Tite Dri-Seal);
- evenly applied gum on the flap to ensure a tight seal.

AFV expanding envelopes are available in both kraft and super-strong, super-lightweight Tyvek®. Sizes range from 3½" x 7½" x 1" to 12" x 18" x 3". There's a size for every purpose!

When you help your customers save money, you'll be helping yourself increase sales! For more information on AFV Expanding Mailers, call or return the coupon below.

1-800-AFV-6262

YES! I want to increase sales by introducing the envelope that can save my customers money. Please have my AFV Account Executive call me about AFV Expanding Mailers.

NAME ____________________ TITLE __________

COMPANY ____________________

ADDRESS ____________________

CITY ______________ STATE ________ ZIP ______

TELEPHONE (______) ____________________
area code

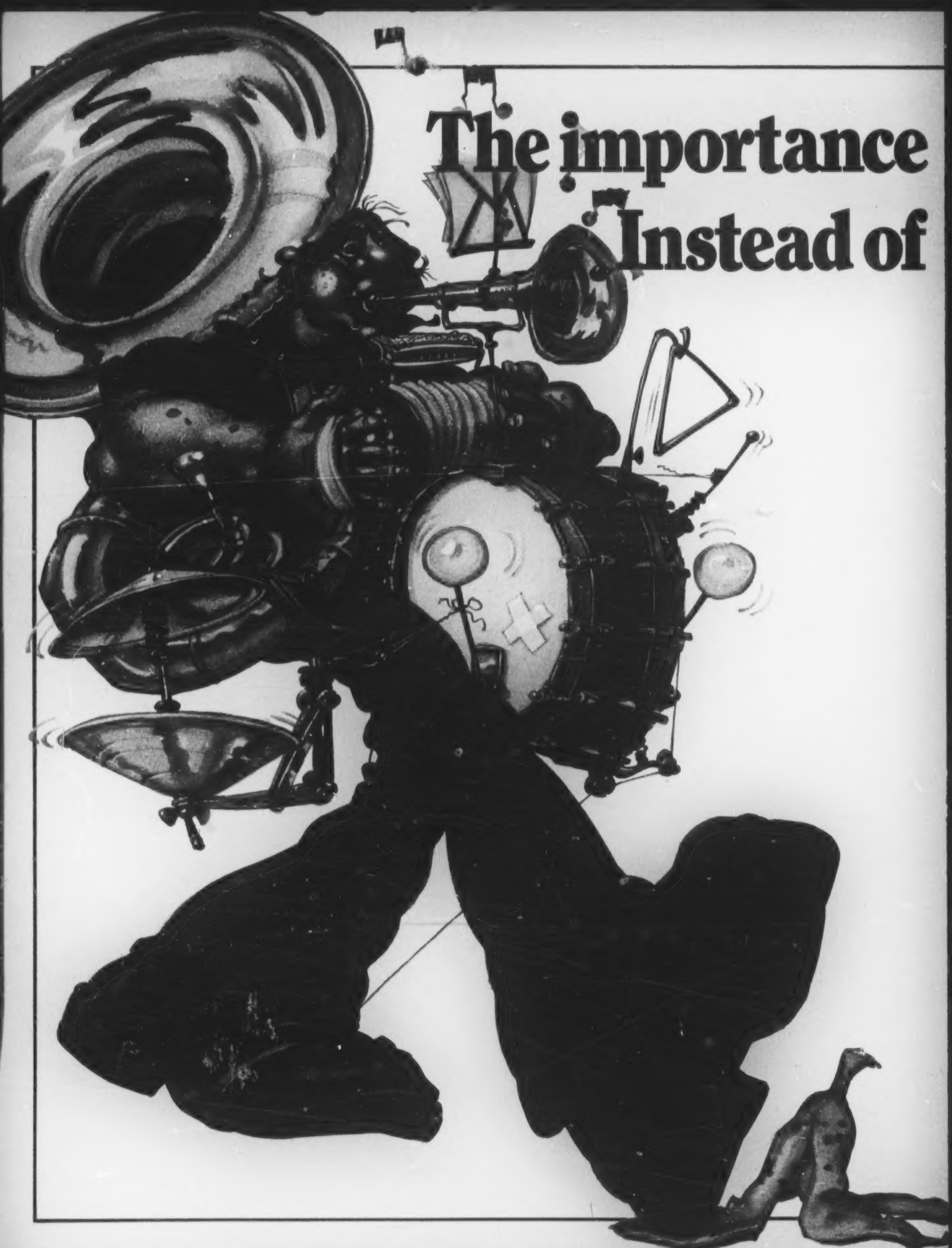
Mail to: AFV • Pusey & Mildred Avenues • P.O. Box 49
Collingdale, PA 19023-0049

AFV

AMERICAN FIBER-VELOPE MFG. CO. - ENVELOPE PRODUCTS DIVISION

National Hq. & Eastern Mfg. Division • Pusey & Mildred Aves., P.O. Box 49 • Collingdale, PA 19023-0049 • (215) 586-7200
Midwestern Mfg. Division • P.O. Box 249, Gurnee, IL 60031-0249 • (312) 249-4500
Western Mfg. Division • 14301 Alondra Blvd., P.O. Box 99 • La Mirada, CA 90637-0099 • (714) 523-2631

The importance Instead of



ROUND 2: BAY WEST VS. THE PAPER GIANT

# of doing one thing well.
doing too many things.

The Paper Giant certainly knows how to toot his horn. He seems to have everything that everyone wants in disposable products.

Until he slips up in the washroom.

He begins by selling through every distributor in town. The resulting price trenches send profit margins spiraling downward.

What's worse, the well-deserved sales from hard-earned end-user installations suffer a constant threat: being lost to nearby competitors who sell The Paper Giant's line, too.

It's not the kind of music anyone likes to face. Especially in the washroom, where the Paper Giant's emphasis on the food service market makes him march to the wrong beat. He's not in step with cost issues. Nor is he tuned into waste problems. Even his product quality strikes chords of user dissatisfaction.

Enter Bay West, the company that doesn't try to be all things to all people. *Just everything for the washroom.*

And with this full line comes the Bay Wester, your local representative from Bay West. His selective distribution policy means you sell products with unique value. At a highly exclusive ROI.

What's more, the washroom expertise of your Bay Wester helps to heighten service availability and strengthen washroom quality. His fresh, smart products even help your customers lower costs and reduce product waste to beat the band.

With new Compatible™ transfer dispensers and Turn-Towl® roll towels, each washroom has the degree of controlled usage and user convenience that's right—for you and your customers' washrooms.

As a result, washrooms work right for everyone—from the distributor all the way to the end-user.

And that's the name of that tune.

Get a great act together for your bottom line and your customers' washrooms. Call for the Bay Wester.

BAY WEST
A MOSINEE PAPER DIVISION
The Washroom Specialist

Call Toll-Free 1-800-558-2872
In Wisconsin call 1-800-242-7630

© 1986 Bay West Paper Company

The Designer Collection
Edition B
artco announcements

GENUINE
artco™
announcements

Artco has an all new announcement program for your paper distribution center or your cash-n-carry stores.

ARTCO
Converters
Dept. 581
One Stationery Place
Rexburg, Idaho 83440
1-800-223-1690

presented at Michigan State University's School of Packaging in East Lansing, MI, utilizing their campus and facilities as well as their faculty.

The Industrial Division is conducting a survey on the curriculum for this program and other questions relating to how distributor employees are currently trained.

If you would like to participate in this survey and have not received a survey form, please contact Richard J. Lerman, secretary of the NPTA Industrial Papers Division at 516-829-3070 for further information and/or a survey form.

Legislative Proposals Aimed at Packaging Industry Disposables

According to a recent article in *Single Service News*, the monthly newsletter of the Single Service Institute, 1987 is starting to look like the year packaging legislation will spread like brushfire. The catalyst: the filling up of landfills and political difficulties in siting waste-to-energy incinerators. Already seen are proposals to ban, tax or limit plastic disposables, which are targeted because of their durability in the environment.

In Connecticut, several packaging bills have been proposed. HB 5232, introduced by Representative Mary Mushinsky (D-85), would levy a disposal tax on unsorted solid waste. Mushinsky, who is chairperson of the Environment Committee, has also proposed a disposal charge based on the recyclability of containers.

A bill to ban Styrofoam packaging that was withdrawn by Connecticut Senator William A. DiBella (D-1) because of the technicality that Styrofoam is a trade name, may be re-introduced. A more moderate study has been proposed by Rep. David Anderson (R-45). The study bill would examine consumer goods with the intent of reducing "excess packaging" and making existing packaging "less damaging to the environment."

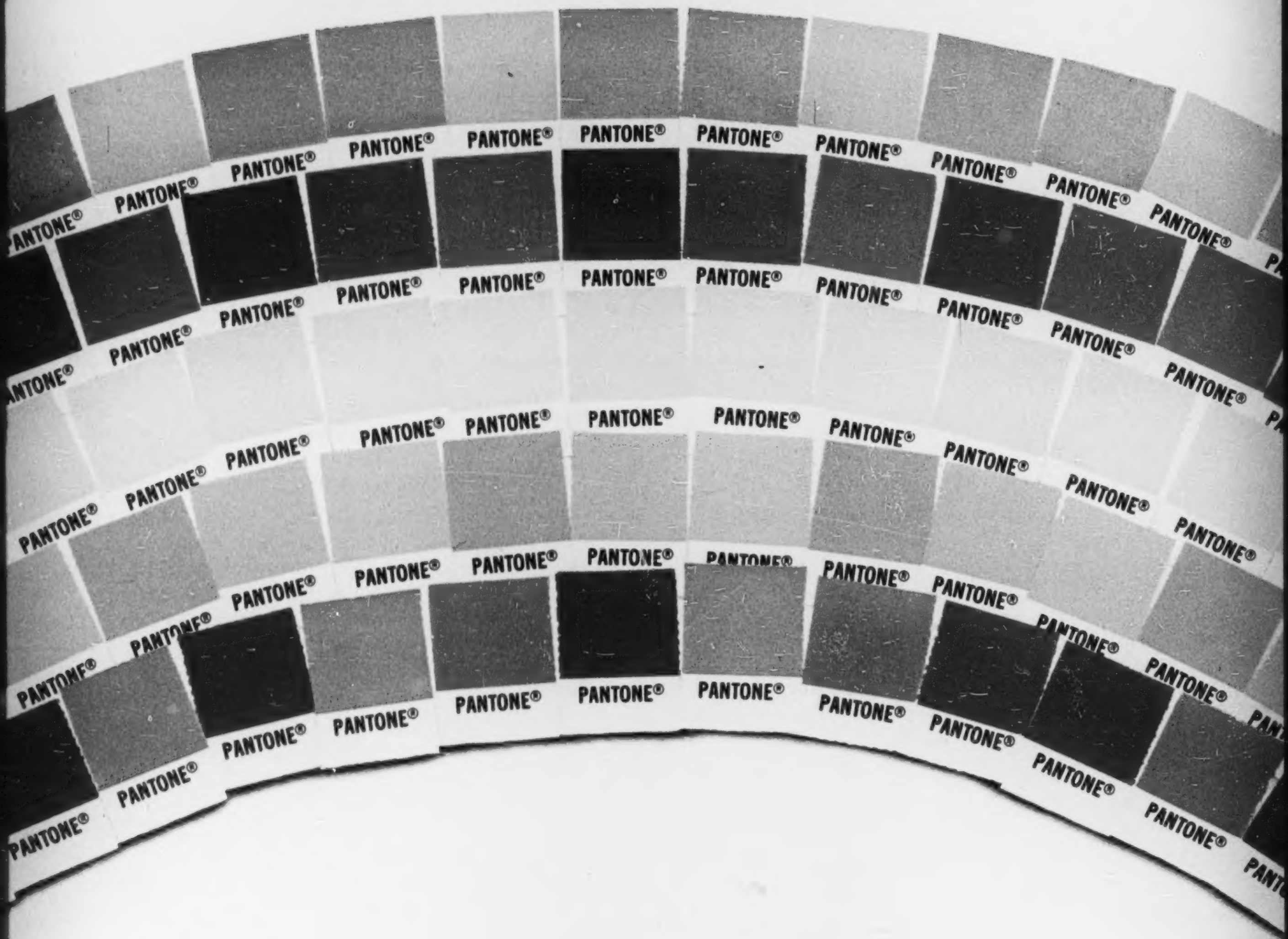
Legislation aimed at disposables and other types of packaging is expected in Vermont and Oregon. In New York, momentum to reduce or recycle solid waste may reach a critical point this year, resulting in new control measures. The New Jersey legislature will also seriously consider proposals to limit ocean pollution and municipal solid waste.

For further information, contact the Single Service Institute at 202-347-0020.

Day Care Center Study: Are Disposables Safer?

A study to show the role disposables may play in reducing infectious diseases in day care centers has begun.

A microbiological test of disposable versus permanentware, in which utensils will be checked for disease-causing bacteria, is part of the survey.



ALL THE COLORS OF THE RAINBOW LOOK GREAT ON NEW TEXCOVER®

Cleaner, glossier, brighter and better printability than ever. This new grade of Texcover isn't somewhere over the horizon. It's available right now from Temple-Eastex. ■ New blade-on-blade and gloss calendaring equipment enable us to produce this high quality printing bristol at lower densities than ever. Texcover is ideal for a variety of applications including greeting cards, paperback book covers and a variety of other commercial printing uses. ■ The proven printing performance from sheet to sheet makes new Texcover a stock you can sell with confidence to your most demanding customers. And with Temple-Eastex, you can count on consistent quality control and reliable service. ■ Ask your Temple-Eastex representative about new Texcover. It's available in calipers from .008 to .012.

Temple-EasTex
INCORPORATED
P.O. Box 816 Silsbee, Texas 77656 (409) 276-1411

PANTONE® is Pantone, Inc.'s check-standard trademark for color reproduction and color reproduction materials. Process color reproduction of PANTONE®-identified colors may not match solid color standards. Use current PANTONE Color Reference Manuals for accurate color.

Are You Running Harder to Stay in the Same Place?

> *"A slow sort of country!" said the Queen. "Now here, you see, it takes all the running you can do to stay in the same place. If you want to get somewhere else, you must run at least twice as fast as that."*
>
> *Lewis Carrol, Through the Looking Glass*

by
Peter L. Mullins

Alice's problem seems all too familiar to us today. We seem to be working harder with less to show for it. Partly, this is an illusion; partly, reality. The illusion is the result of the recent reduction in the rate of inflation. If you accept my rule of thumb that an average return on net worth (RONW) performance is 5% better than inflation, then you should have *expected* your RONW to have trended down over the past few years. Exhibit 1 shows that 17.4% was an average RONW in 1980, but only 8.8% was necessary to be average in 1985. Thus, you should not be disappointed if your RONW has declined some over the past few years.

EXHIBIT 1

YEAR	INFLATION DURING THE YEAR	PLUS 5%	AVERAGE AFTER TAX RONW GOAL
1979	13.5	5	18.5
1980	12.4	5	17.5
1981	8.9	5	13.9
1982	3.9	5	8.9
1983	3.8	5	8.8
1984	4.0	5	9.0
1985	3.8	5	8.8

Is this decline in the average RONW goal from 1979 to 1982—86 rational? It is, if you recognize that most investment returns are related to risk and expected inflation. The risk relationship is obvious. The higher the perceived risk of an investment, the more return potential investors demand. The impact of inflation is also familiar. If the value of your wealth, as measured by what it will purchase, is declining at the rate of 20% per year, you will not be too interested in investing your money at 15%. If enough people come to the same conclusion, borrowers will have to offer some premium over expected inflation to obtain needed funds.

Historically, Treasury bills have returned 2% or 3% more than inflation and publicly traded common stocks about 5% or 6% more. Closely held firm returns should be higher than this because of lack of marketability of the stock, but that has not been our experience. In MFI surveys of many commodity lines, closely held firms do not appear to be able to earn a higher return; the average closely held firm also earns an RONW that is about 5% more than the inflation rate.

In summary, the lower inflation environment of the mid '80s makes lower returns on investment more acceptable. But, even lower returns have been harder to achieve for many firms. Why? The lower inflation rate is partly to blame. For example, because of lower inflation:

- Purchasing mistakes are harder to correct. Steadily rising prices don't bail you out.

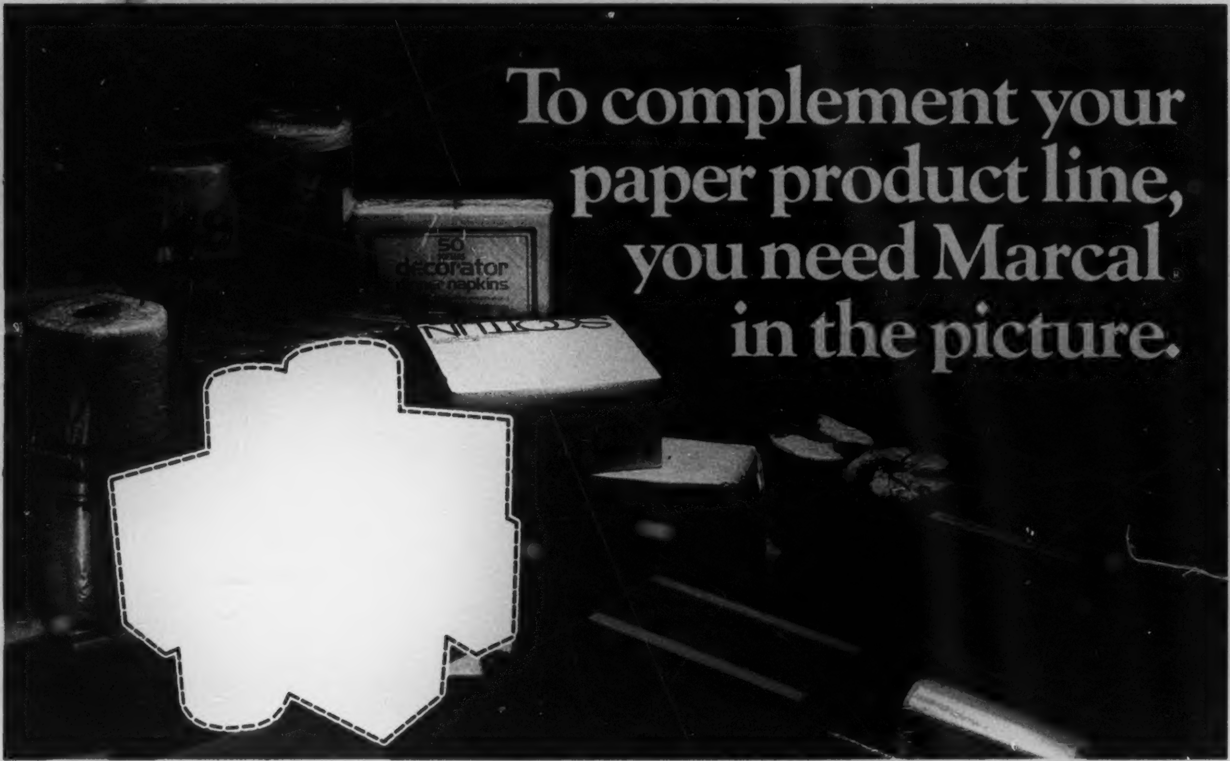
- People are less optimistic. Slower apparent growth (even if much of the inflation-driven growth was an illusion) tends to make customers more cautious, more conservative, more "down."

- There is less buying ahead; less hedge buying.

- There may even be—perish the thought—inventory losses due to declining prices.

- Deflation in product prices occurs and it becomes tougher to cover costs. This occurs because the gross profit dollars generated by each transaction (order) are often lower (lower purchase prices and same gross margin percentages). At the same time, the price of resources such as people tends to be "sticky;" that is, many resource prices don't immediately follow product prices downward. As a result, unless productivity improves significantly, there are fewer gross profit dollars available to cover steadily increasing costs.

Wait a minute, you say! *Deflation!* What's that? I know we had a little pause in inflation for a while, but what about the growth in the



To complement your paper product line, you need Marcal in the picture.

Sure, you have full-line primary-source suppliers for paper products. However, to grow your business and keep your customers satisfied, you need alternative products to offer them. Products that will position you as being concerned about their business and their needs. And products that will satisfy those needs at less cost to your customers and more profits for you.

Here's why Marcal is your best choice:

1. We're committed to keeping Marcal prices lower than primary sources.

2. We're committed to the away-from-home market.

3. We're committed to innovative distributor service for flexibility in meeting your needs.

4. We're committed to innovation in saving you time and money. Marcal Roll Bathroom Tissue and Perforated Roll Towels come exclusively in Polycase® Bundles which:

☐ Take up 22% less space than corrugated boxes.
☐ Take ⅓ the time to load and unload.
☐ Protect against dust and moisture.

5. We're committed to broaden our line to improve your inventory turns.

6. We're committed to fight for your business. Let us show you how Marcal can enhance both your product line and your profit line. Write: Marcal Paper Mills, 1 Market St., Elmwood Park, N.J. 07407. **Or call 1-800-631-8451 for more information.**

MARCALculate your profits with **MARCAL.**

Marcal®

Marcal Paper Mills, Inc., Elmwood Park, N.J. 07407

EXHIBIT 2
CONSUMER PRICE INDEX FOR SELECTED YEARS

1789	1814	1843	1864	1896	1920	1932
30	64	26	68	24	80	34

money supply? Everybody is getting ready for renewed inflation!

Maybe so.

But, consider the long term trends in the consumer price index that are plotted in Exhibit 2.

Between 1789 and 1932 prices tended to rise during war periods and then return to the level of earlier years in a deflationary correction. (Sometimes the correction was sharp.) The net result was that the CPI was only 13% higher in 1932 than in 1789. This is an "inflation" rate of only .09% per year.

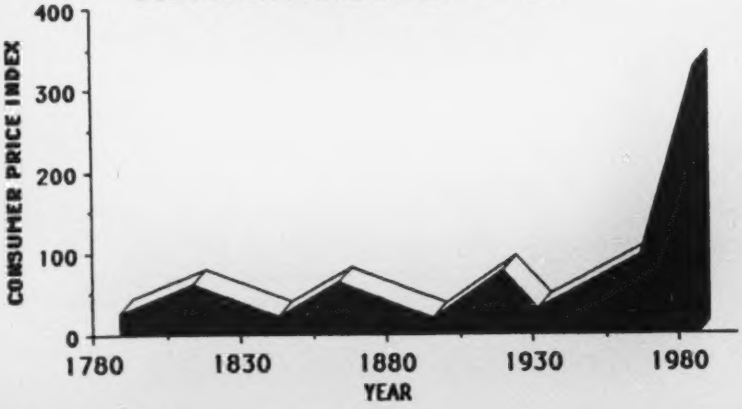
The longer term trend from 1789 to 1986 is shown in Exhibit 3.

Where will prices go from here? There are about as many opinions as there are economists. Suffice it to say that most of the leading economists of the time failed to foresee the depression of the 30s. Of even more concern, I have recently talked with several people that lived through that period and see unsettling parallels between then and now. For example:

- In the 1920s there were major problems in agriculture and other fundamental sectors of the economy at the same time that the stock market was making new highs.

- There were excesses and manipulation in all areas. "Get rich quick" schemes and promoters abounded. Major holding companies were formed as speculative vehicles. A similar environment appears to exist today.

EXHIBIT 3
CONSUMER PRICE INDEX TRENDS



- Today our top students want to go to Wall Street rather than the factory floor. Nobel Laureate James Tobin, the Yale economist, recently warned that, "We are throwing more and more of our resources, including the cream of our youth, into financial activities remote from the production of goods and services; activities that generate high private rewards disproportionate to their social productivity."

- Almost all measures of debt are at or near all time highs. Total debt of the U.S. nonfinancial sector grew from 1.38 times GNP in 1980 to 1.69 times in 1985. This is well above the indebtedness recorded at any time in this century, except during the depression years 1931–35. At the end of 1986, total private sector debt was 1.2 times as large as the gross national product. This is higher than the peak reached in the twenties.

More interesting-depressing facts? Norman Agustine gathers many in his very readable book, *Agustine's Laws.* He points out:

- We have twenty times as many lawyers as do the Japanese and seven times as many accountants. Japan graduates four times as many engineers each year as we do (all on a per capita basis).

- There is an apparent strong inverse relationship between the number of lawyers in a country and the productivity of that country, as shown in Exhibit 4. Only the United Kingdom seems to run counter to the trend. Perhaps their economy has declined to the point where they can no longer afford to sue each other as much.

Exhibit 4 leads to Agustine's Tenth Law:

> Bulls do not win bull fights; people do.
> People do not win people fights; lawyers do.

Are there any other factors that are relevant? Consider the following:

- Personal debt is escalating. Consumer installment credit is over 16.5% of personal income—20% higher than the previous postwar peak in 1979. The recent tax law change will further encourage people to borrow against their home equity for consumption purchases.

IFC Nonwovens introduces four unique additions to the Like-Rags™ wiper line...

LIKE-RAGS™

NEW **Automotive Shop Pack** —	Dispenser pack of 50 "original" Like-Rags
NEW **Printers Towel** —	Larger 19"x29" size
NEW **White "T-Shirt" grade** —	New white version of "original" Like-Rags
NEW **White Painters Knit** —	Dispenser box of 25 white Like-Rags wipers

LikeRags™ are the first wiping cloths sold "like a rag", but with all the advantages of both rags and disposables.

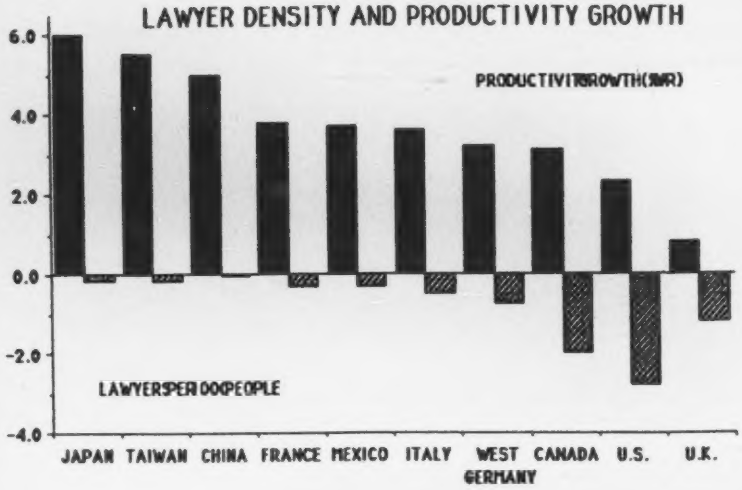
- *Feels and looks like a cloth rag*
- *Large and tough (really reusable)*
- *Thick and bulky (like T-shirt)*
- *Highly absorbent*
- *Consistent quality and case count*
- *Cost less than rags and rental towels!*

IFC Nonwovens
20 Phillips Road P.O. Box 1561
Jackson, TN 38302-1561

CALL TODAY!
1-800-IFC-WIPE
(432-9473)

EXHIBIT 4

LAWYER DENSITY AND PRODUCTIVITY GROWTH



Will we see a replay of the present farm financial crisis (and it is a crisis) which is a direct result of farmers being allowed—encouraged—to borrow heavily against the inflated value of their land? When farmland values declined, the farmers could not repay the loans, and in many cases the market value of the land was less than the loans outstanding. Will residential real estate values continue to grow to the sky? What if they don't, and much of the equity cushion has been borrowed against and spent for trips, motorhomes, BMWs and other toys? (Mullins' Law is: "Pay cash for all your toys.") The ratios of debt-to-equity of many people will deteriorate rapidly. The forthcoming stock market decline (or worse) will further exacerbate the problem.

International debt outstanding now exceeds one trillion dollars. Most of it owed by countries who borrowed and spent on consumption rather than investment. Even when the money was invested, many of the projects are uneconomic in today's markets. As a result, many countries are exporting everything they can at whatever price they can get to obtain the funds necessary to meet interest payments (few are able to pay on principal). This is one of the primary causes of recent deflationary pressures in many commodity lines.

Simply put, there is no way that most of these international borrowers will be able to repay these loans. The present system is focused on "managing" the problem—papering it over for as long as possible—hoping that it can be worked out over time in some almost magical way. (If the time period is long enough, the principals involved can hope to retire or find another job before the roof falls in.)

Who has been buying all the things these people have been exporting? You and I. With the help of an unprecedented federal budget deficit and a similarly gigantic trade deficit. Federal government debt has grown from 26% of GNP in 1980 to 40% today. And, there is no evidence that the escalation will soon reverse. Economists used to tell us not to worry about the budget deficit because total federal debt was a stable percentage of GNP. That is no longer the case, and we don't seem to have the political will to do much about it.

As a net international debtor for the first time in many years, there is some limit on our continuing ability to buy and spend. The international financial community and domestic pension fund managers may decide that the U.S. is not the best place to put their money. For the first time in many years, such a change could have a major domestic impact. U.S. Treasury bonds may no longer be accepted as a riskless long term investment. As we saw in the 1982 recession, weak economic conditions and high interest rates can occur at the same time. Unfortunately, we may see them together again. Under such circumstances, the interest burden on debtor firms and other short term borrowers escalates at the same time that their cash flow is squeezed.

Well, enough of this big picture stuff. What about you? What to do?

- Try to stay conservatively financed. Use debt seasonally or for strategically necessary investments, but don't follow a policy of continuously trading heavily on your equity. Don't stay heavily indebted; leave yourself some slack for unforeseen problems or for opportunities that may develop. You may not eat quite as well if things work out *just right*—but you should surely sleep better *and* be around for the next round.
- Find a niche that is attractive. This is like a pro football quarterback looking for "seams in the zone" so he can find an open pass receiver. Find a customer group, a product line (or lines), or a geographic area, or whatever, that is not overly competitive. Then, be ready to disguise your position or defend it from your slower competitors who will sooner or later figure out what you are doing and want a piece of the action. If you can't disguise it, be ready to move on the next opportunity or be ready to deal with increasing price pressures. Which leads to the third strategy.
- Be an efficient (least cost) provider of whatever set of goods and services you plan to offer.

It's your deal

As a paper merchant house, you know you need a supplier you can count on for a winning hand when the chips are down. In short, a supplier that makes it easy to keep your house a full house.

Domtar Fine Papers. We've got the wide range of papers you need – uncoated free sheet, commercial printing, reprographic, writing – in the colors, whites, opaques and weights you need. And our mills have the capacity to keep you playing with a full deck no matter how tall the order. Even more reassuring, our widening stocking program assures you of the most inviting stakes imaginable. **Domtar Fine Papers.** What more can we say? It's your deal.

DOMTAR

many

Domtar Fine Papers

600 Summer St.
Stamford, Connecticut
06901
Tel.: (203) 967-7511

® Reg. T.M. - Domtar Inc.

Your financial reports are like a forest of trees. They give you a good general overview . . . Unfortunately, they don't usually provide enough detail to help you improve your performance.

This is a valuable strategy in and of itself, particularly in mature markets.

The last two strategies—focusing on a niche or being the least cost provider—are becoming dominant in both retailing and wholesale distribution. In retailing the Limited Stores and Wall Mart prosper, while Sears struggles. General line firms are having a harder time in more and more markets. Customers are basically looking for the cheapest price or significant differentiation in product and/or service.

How to proceed? Do you develop a long range or strategic plan? Maybe. But, do you understand your business well enough to develop such a plan with enough depth to be really useful?

The Japanese are not much for planning. Their focus seems to be a *thorough* understanding of their customers and their markets. This understanding allows them to detect changes, trends, emerging problems and opportunities as early as possible. Plus, they strive for open and responsive information flow from the field sales people and engineers back to headquarters. In turn, this is coupled with an ability to respond rapidly. In fact, this closeness to the market and short reaction time is why many small independent distributors in this country are still very successful. These strengths are more than enough to overcome the weaknesses inherent in a smaller scale of operations (higher overhead costs, less purchasing strength, etc.).

Recently, one of the board members of Toyota Motors—a very large, successful Japanese company—was visiting an American auto dealership. He asked all the usual questions, including whether they were having any particular problems. When told of the higher than normal failure rate of the automatic transmissions in a particular model car, the director took off his coat, rolled up his sleeve and plunged his hand into an oily pan where one of the transmissions was being disassembled for repair. After a few moments he found metal shavings, the apparent cause of the failures. He immediately called Japan and set in motion the necessary corrective actions.

A U.S. firm director may have made a phone call to headquarters (if he had known the right people to call), but, would he have been in the dealership in the first place? Not to mention, would he have stuck his hand in the oil even if he had known what to look for (also, unfortunately unlikely).

What can you learn from all this? First, everyone should maintain as much customer contact as is practical. Don't just stay home and look at numbers. Second, when you are ready to support your hunches with some analyses, be sure that you have the right information available.

Your financial statements are like a forest of trees. They give you a good general overview of how things are going. Unfortunately, they don't usually provide enough detail to help you improve your performance. You may see that your gross margin is down 1.5%, but you don't know why or what to do about it. General exhortations to hold the line on prices or to buy better are less and less effective. Even the old seminar advice to "raise all prices by 2%" is less than helpful because of stiffer competition.

You may have some ideas about what is causing the gross margin decline, but you don't really know what is happening and your financial statements probably won't tell you. How do you address this or similar problems? Many people depend on informed intuition.

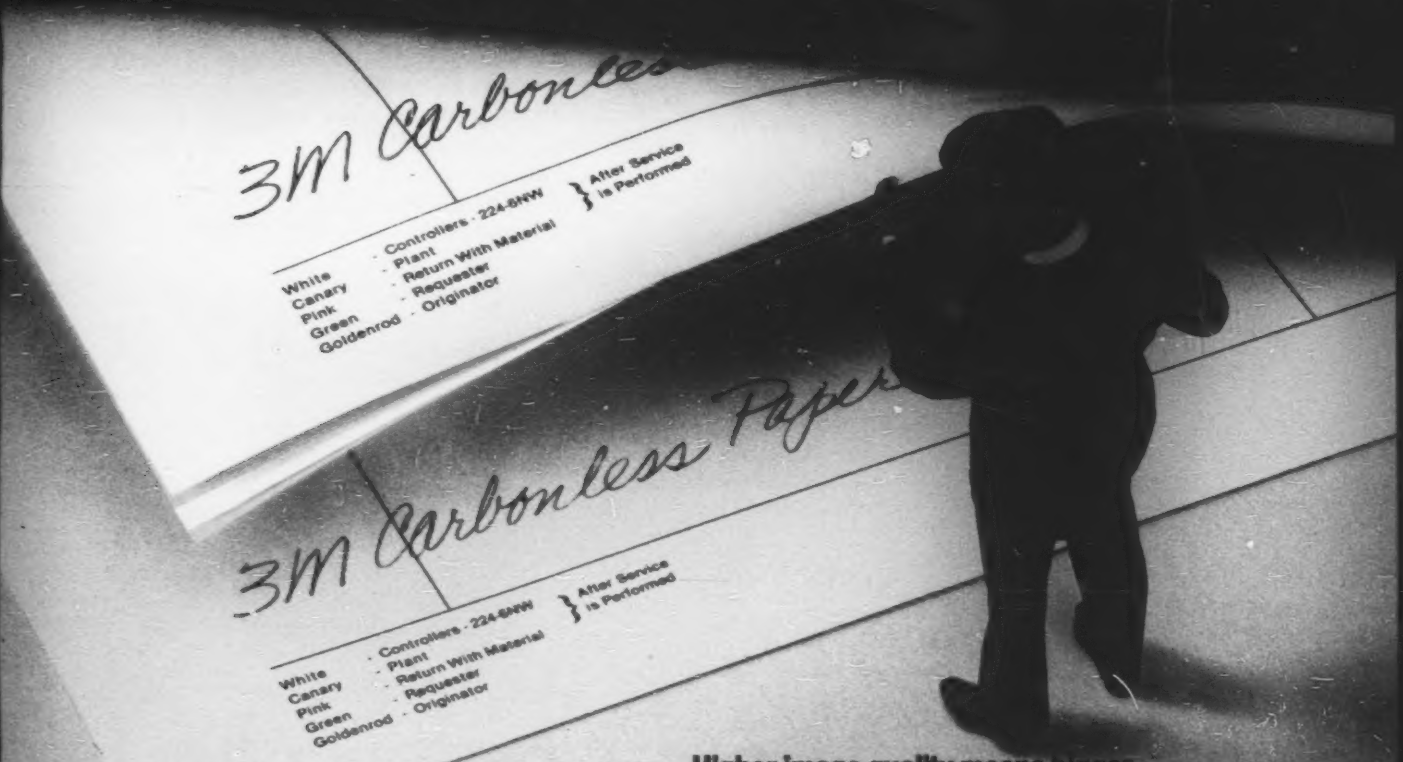
This informed intuition is often based on conversations with salespeople or on a continuing review of individual transactions. These transactions (orders) are like the *leaves* on the trees.

In the old days, when businesses were smaller and often simpler, good owner/managers or branch managers took some time at the end of each day to carefully review the day's invoices. From this and their other knowledge, they learned a lot about emerging trends, problems and opportunities. This individual invoice review is harder to do today for several reasons:

- Businesses and branches are larger. The fixed costs of having a business location are so high that the minimum economic size (the sales needed) is larger. As a result, looking at all transactions would be both time consuming and less valuable. Because the mind can deal with only so much information at once, changes and trends would not be as easy to identify. Detailed knowledge of product lines and customers are spread thinner. Thus, it is harder to relate the information on a particular transaction to other important information; for example, whether a particular order is typical or unusual.

- Further, in many businesses, paper orders no longer exist. Order information is entered directly into a computer. Lists of invoices processed can be and are produced, but usually

3M's coating expertise comes through for you


3M Carbonless
After Service Is Performed
White - Controllers - 224-6NW
Canary - Plant
Pink - Return With Material
Green - Requester
Goldenrod - Originator
3M Carbonless Papers
After Service Is Performed
White - Controllers - 224-6NW
Canary - Plant
Pink - Return With Material
Green - Requester
Goldenrod - Originator

Higher image quality means bigger sales potential

It doesn't take a coatings expert to tell the difference between the image quality of carbonless papers. But it does take one to *make* the difference.

3M expertise has set the standards in adhesive tape products, in sandpapers, in videotapes, in a variety of products that require years of experience in coating technologies. This is why our carbonless papers provide consistently higher image sharpness for your printer's customers... and consistently strong repeat sales for you.

3M Carbonless Papers. A line that bears repeating. 3M Carbonless Products, Building 223-2S-05, 3M Center, St. Paul, MN 55144-1000. Telephone (612) 736-0456.

Your image deserves ours.

©1986 3M

3M

Would it be helpful to be able to pinpoint losing accounts for each salesman as well as why they are losers?

Peter L. Mullins

with a delay. Without the immediacy of the information, the same motivation to review it is often not there.

How can this state of affairs be improved? We know a lot about the forest, and we can count the leaves, but we really don't know much about the *trees*. Examples of such "trees" are:

- Individual customers
- Individual items (products and stock keeping units)

This information can, in turn, be further summarized by looking at *stands of similar trees* such as:

- Product lines (groups of related items)
- Product families (groups of related products)
- Individual suppliers (all items and lines of each supplier)
- Groups of similar suppliers
- Groups of similar customers (such as "all small contractors")

With this information you can begin to answer questions such as:

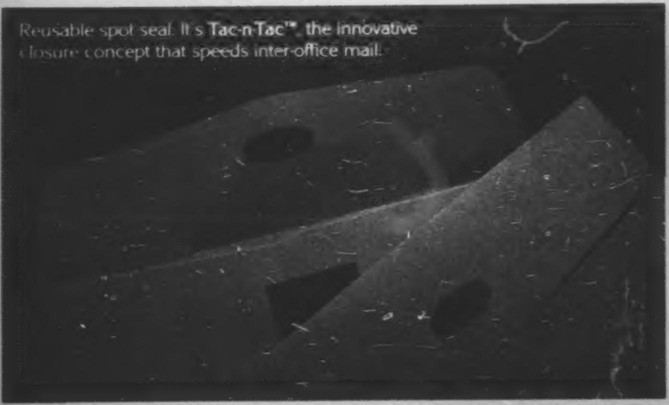
- Are you making most of your profit from a relatively few customers and/or products? Which ones?
- Are you losing money on some accounts, even before considering any overhead or profit? Are you failing to cover your direct or variable costs of serving some accounts? Which ones? Which classes of accounts?
- Are things changing? Why? Are last year's winners still strong or are they slipping? Or are just a few slipping? Which ones? Why? Is there a pattern that will give you some warning of changes occuring in the marketplace? Of internal changes in your organization? Look for trends in product lines, product classes, customer groups. Think how this information might be used in strategy development, not to mention in supplier negotiations.
- Why are the losers, losers? Would it be helpful to be able to pinpoint losing accounts for each salesman as well as why they are losers? This sort of information is of tremendous value in focusing corrective actions. It can help compensate for a lack of experience in a new sales manager or a new salesperson. Perhaps, more importantly, it can help experienced sales managers and salespersons refine and focus their efforts. It may be that the "rules of thumb" they have developed over many years are no longer accurate. Markets change, sometimes quickly and in unanticipated ways.

This development and active use of information on your "trees" may be the tool you need to get the earliest possible warning of emerging problems and opportunities. Even if you are already very good at identifying such trends or changes, you aren't perfect. The early and continuing flow of information on what is *really* going on out there can be invaluable.

As a bonus—or perhaps its greatest value—such information can help you identify and patch the "holes in your bucket;" identify those customers and lines that are pure losers. That is, those customers and lines that are, in effect, being subsidized by your winner (profitable) lines and customers. If you have too many losers, you will have to lean heavily on the winners to stay profitable. Which are you most likely to lose? Not the losers.

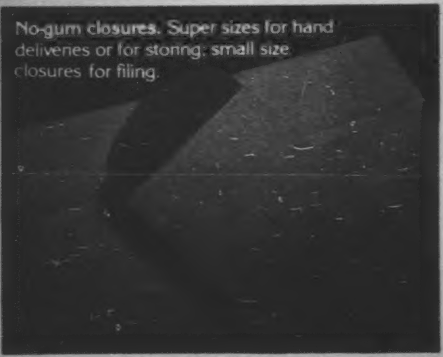
This article was written by Peter L. Mullins, who will be leading NPTA's Customer and Product Line Profitability Seminars on July 31, 1987 at the del Cornado Resort, San Diego, CA, and February 19, 1988 at the Grenelefe Resort, Orlando, FL. You may order Mr. Mullins' book, Measuring Customer and Product Line Profitability from the Communications Department of NPTA ($35 plus shipping).

Who but National Envelope offers you so many closures?



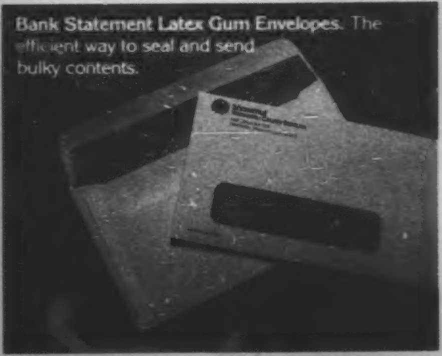
Reusable spot seal. It's **Tac-n-Tac™**, the innovative closure concept that speeds inter-office mail.

Strip and Grip®, latex gum closure kept fresh by protective release paper.

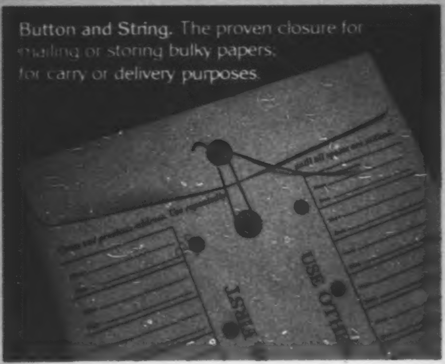


No-gum closures. Super sizes for hand deliveries or for storing; small size closures for filing.

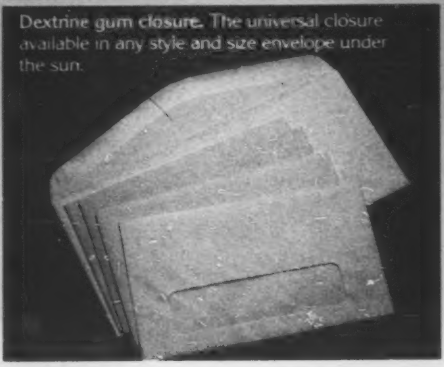
Latex Gum on flap and throat. Seals instantly and securely. (Illus., Carnival Kraft Catalog).



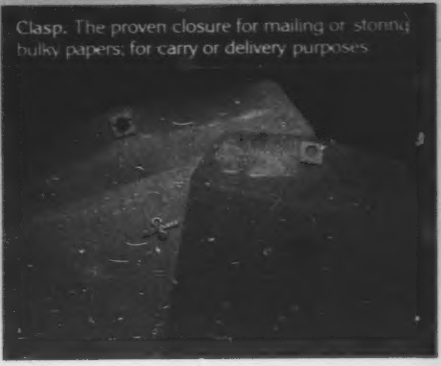
Bank Statement Latex Gum Envelopes. The efficient way to seal and send bulky contents.



Button and String. The proven closure for mailing or storing bulky papers; for carry or delivery purposes.



Dextrine gum closure. The universal closure available in any style and size envelope under the sun.



Clasp. The proven closure for mailing or storing bulky papers; for carry or delivery purposes.

Grow with National

The New York / National Envelope Group:

New York Envelope Corp., Long Island City, NY, 11101, 718 / 786-0300, 800 / 221-9551.
Envelope Convertors, Inc., Brooklyn, NY, 11237, 718 / 386-6000, 800 / 221-0605.
Champion Envelope Corp., Union, NJ, 07083, 201 / 353-8100, 800 / 526-6829.
National Envelope Corp., Worcester, MA, 01607, Box 1728, 617 / 798-8711.
Austell (Atlanta), GA, 30001, 404 / 944-3322, 800 / 241-8173.
Lenexa, KS, 66215, 913 / 888-3282, 800 / 255-6288.
Vinita Park (St. Louis), MO, 63114, 314 / 423-6700,
800 / 325-0002.

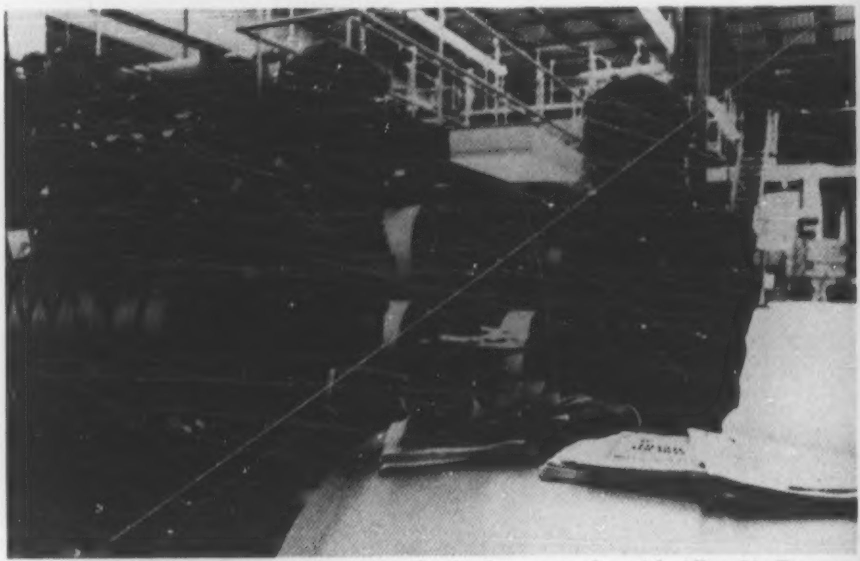
The Sales Professional 1

A special section dedicated to those who sell or manage the sales function

St-Raymond Paper Creates New Marketing Organization in United States

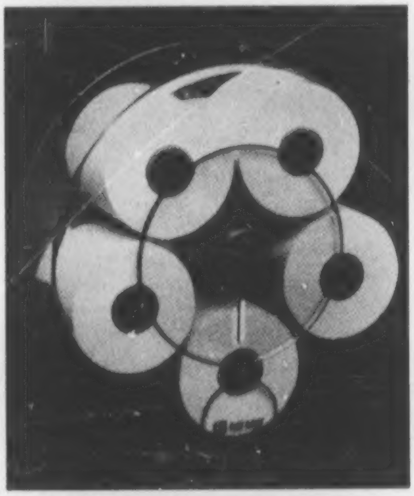
Paper Trade, Inc. is the name of the new Chicago-based marketing organization that directly represents St-Raymond Paper to customers in the United States. Walter Ruggles, president of Paper Trade, has a team of experts in paper sales, customer service and technical support to help him represent St-Raymond, which has recently made major capital investments to upgrade their mill in St-Raymond, Quebec.

One result of the mill's improvements is the newly available lighter weight papers in a broad range of colors that are suitable for supply directory and advertising printers. St-Raymond, which will be celebrating its 100th anniversary in 1988, will be glad to provide information about its wide variety of specialty papers. Write to Walter K. Ruggles, President, Paper Trade, Inc., 222 Northfield Road, Northfield, IL 60093 or call 312-446-2952.■



Steve Lester (left), representing Paper Trade, Inc. consults with Allen M. Fox, executive vice president of North American Directory Corporation, printer of the Boston Metro Info Plus Yellow Pages. Lester is part of a network of customer service and technical specialists that works closely with customers to assure that the new colored and directory-weight groundwood papers from St-Raymond Paper meet printer and end-user needs.

New Roll Tissue Paper Dispensers Added to Company Product Line



Three new items have recently been added to the washroom products line of Bay West Paper Company of Green Bay, WI. Concept II is a plastic dispenser that holds five standard rolls of either single-ply or double-ply perforated tissue. As each roll is used up, the "wagon wheel" can be turned to bring the next roll into position. It cannot be turned again until that roll has been used up. Designed for use in medium-to-high steady usage areas where there is scheduled maintenance, the clear cover allows maintenance workers to monitor usage and replace empty rolls, eliminating the chance of tissue run-out.

For companies which prefer using jumbo-sized rolls of tissue in their washrooms, Bay West has an 11" Large Tissue dispenser and a 14" X-tra Large Tissue dispenser, both of which are ideal for high volume usage areas which receive regularly scheduled maintenance. Both dispensers are made of poly carbonate plastic and are designed with serrated plastic edges for easy sheet tear-off.■

Linweave's 1987 Design Competition Under Way

On April 1st the starting gun was fired for Linweave Fine Papers design competition. Entries must use Linweave paper somewhere within the design, which will be judged for creativity and use of paper. Designers may enter as often as they like by simply filling out the entry form and submitting it to Linweave merchants, with the final deadline being December 31, 1987.

The grand prize winner will receive an 8-day, 7-night all-expense-paid vacation for two on St. Thomas, including air fare, first class accommodations and meals. Two stereo TVs will be awarded as second-place prizes, and three VCRs will go to the third-place winners.

Linweave will announce the competition through their own telemarketing and direct mail efforts as well as through their merchants. Winners will be notified by February 1, 1988.■

PROFESSIONS INC.

The Recruiting Specialists...

Executive management of paper merchant houses know where to turn when they need help in filling important positions. Specializing in sales, middle management and top executive positions, Professions Inc. can tailor a search program to meet your needs.

Professions Inc. is a 14 year old recruiting firm specializing in the paper distribution industry with emphasis on flexible packaging, fine paper and industrial supplies. Professions has placed over 300 people in these areas since 1981—from New York to California, Minnesota to Florida. 80% of those placed were experienced in the paper merchant trade, the remainder were from manufacturers serving paper merchants.

To find out how you or your firm can benefit from our services contact Carl Coco, Jr., CPC, Executive Vice President or Philip R. Gross, CPC, Vice President.

PROFESSIONS
INC.

4665 CORNELL RD.   CINCINNATI, OH 45241   513-530-0909

Rixie

Add a little color to your line

GRITZBE'S
Hyatt
DUFFY'S
DRAUGHT
The Den
Cathedral Candle Company
SYRACUSE N.Y.
MIRAMAR-
MOLSON
Court of Two Sisters
la Belle Vie
PHOENIX HILTON
CLEMENTI
DAILY'S
DINING
EMPORIUM
AMATO'S
Italian Cuisine
The Blue M
Saloon
La Mancha Athletic Club & Resort Hotel
La Mancha Racquet C
It ain't Frisco
It's San Francisco
DRIVE YOUR FRIENDS TO DRINK!
DD
Ask about our
DESIGNATED DRIVER PROGRAM
WE CARE ABOUT OUR PATRONS
WE'RE DOING SOMETHING ABOUT DRUNK DRIVING
Bohemia
SUN COUNTRY
COOLER
PARISI'S FIRESIDE SALOON ETC.
Solano Ave. at I-80
Vallejo, California
(707) 648-9394
Delta nach Las Vegas, U.S.A.
DELTA AIR LINES
"World's Best Decaffeinated"
99% CAFFEINE-FREE
Mr. Laff
PLACE IN

Coasters by Rixie Paper Products, Inc.
700 Million sold in 1985
America's # 1 producer of All-Purpose Beverage Coasters

Hotels...Motels...Restaurants...Cocktail Lounges ...Bars...Breweries
Specialty Advertisements for businesses...Resale ...Airlines...Home Use...etc.

We specialize in the production of high quality, custom designed coasters. We print in single color or up to four colors and offer a wide variety of sizes and special shapes at nominal costs.

Or, your customer can choose from a selection of over 100 low cost stock items printed on five different papers, each designed to produce a special effect and serve a specific purpose.

The only limitation is your salesman's imagination.

RIXIE...A reliable name in Paper Products for over 27 years

RIXIE Paper Products, Inc.
P. O. Box 155, Stowe, PA 19464
(215) 323-9220

Body Language Can Help Sales Presentations

Several weeks ago *Printing News* published an account of a luncheon meeting of the Sales Association of the Graphic Arts. Their guest speaker was Philip Hallstein, owner of Hallstein & Associates of New York City, a consulting and sales training firm.

While advising that he wasn't going to give any interpretations of body language, Mr. Hallstein did emphasize that almost every position of the body results from an attitude or a reaction. Referring to a study of what makes people effective as communicators, three major points were made. First, the speaker knows what he wants and slants his questions toward a specific, desired outcome. Second is a sensory awareness, being alert to whether the effort was working. (This is where an observation of body language can be helpful in making this determination.) Third is being flexible so that you are willing and able to adjust your sales approach as necessary.

If a salesperson is really tuned in to what is happening, it might be wise, if things don't seem to be going too well, to suggest that another appointment be made when the prospect has more time or is in a more receptive frame of mind. By presenting the prospect with a choice, you give him some control of the situation—but with the proviso that you will be coming back at a selected time.

Mr. Hallstein told his audience that, "Someone will buy from you, respond to you, deal with you, if he likes you, if there is an affinity or rapport between you. On the other hand, he may buy from you if he does not especially care for you personally, but respects your competence and has trust that you know what you are talking about."

"When you walk into an office," Mr. Hallstein advised, "you want to develop a rapport quickly, get the other person to like you, feel comfortable with you and respect your competence. This requires flexibility to adjust quickly to different people."

The old ploy of commenting on trophies or pictures has reached the point where it is a turn off for most people. Use it only if you truly share a similar interest or have a genuine knowledge of the subject. Instead, try to find how much overlap you share in common experiences.

Another approach is to use the pace of the prospects words on him. Don't speak too fast (you should even try to adjust your own speech rate to that of your prospect so that you get into synch with him), and use words and phrases that are similar to what he is using to make him feel more comfortable.

Body language is important in nonverbal rapport, helping you to get your prospect in tune with you—and giving you a clue as to whether or not you really are in synch. (This is on a subliminal level.) If a shift in your body position is answered with a corresponding movement on his part, it would indicate that there is some degree of rapport between you. For all this to happen, of course, demands that you be both attentive and aware as well as flexible, so that you can sense your progress and be ready to switch to another approach if necessary.■

Sales Briefs

ALCAN FOIL PRODUCTS of Louisville, KY has appointed Merchants Sales Company, Greensboro, NC, as factory representative for their institutional foil product line. Merchants Sales territory will be North and South Carolina, Virginia, Washington, D.C., Maryland, Delaware and Eastern Tennessee.

NEENAH PAPER had its CLASSIC® Linen papers used for the 1986 Illustrators Workshop Program Brochure.

John de Cesare designed the brochure which marked the programs tenth anniversary, as well as the Workshop Certificate and the Neenah Sketchbooks that were handed out at to the program's attendees.

PACKAGING CORPORATION OF AMERICA has, for 28 years, designed and manufactured corrugated containers used to ship vegetables around the country. The company has printed a new, full-color brochure entitled "Meeting the Growing Needs of Agricultural Packaging," which can be obtained by writing: Packaging Corp. of America, Communications Services, 1603 Orrington Avenue, Evanston, IL 60204.

GILBERT PAPER of Menasha, WI has introduced several new colors for its GILBERT® oxford Bond, a patented premium correspondence paper with the appearance and texture of oxford fabric. Customers will now be able to choose from one white and ten colors in 24 lb. bond weight and matching 65 lb. and 80 lb. cover for letterheads, envelopes, business cards and promotion applications.

THE OHIO AND MICHIGAN PAPER COMPANY has presented its annual salesman of the year award to Phil Christensen. This is the second time that Mr. Christensen has won top honors in the five years he has been with the Toledo, OH company.

Phil Christensen (L) receives award from Ken Leininger, O&H president.

United Paper, Inc.
100
100
100
100
ONE HUNDRED DOLLARS

OUR MILLION DOLLAR INVESTMENT PAYS YOU BIG DIVIDENDS

Your business is important to us. That's why we are willing to invest $1 million to earn it… and keep it. We just installed a new state-of-the-art Strachan Henshaw Twin-Rotary-Knife Sheeter so we can offer services that no other converter can offer. In fact, it's the only machine of its kind in the entire U.S.

The dividends are simple. First, it means better quality. Sheets that are cut square. Sheets that are cut to your exact specifications — in standard or custom sizes — with tolerances of +/-.015 to .020. Sheets that are clean, without dust and debris, so your customers will have fewer printing problems.

More dividends.Capacity and speed to deliver up to 7 tons per hour makes United Paper extremely competitive on truckload orders.

We bought this new Strachan Henshaw sheeter as a further commitment to provide the finest state-of-the-art equipment for merchants and mills. Combined with our four other sheeters, this new machine allows us to satisfy any need for both fine paper and board — whether it's for a thousand pounds or a million pounds. Take advantage of our investment. Call today.

To learn the complete United Paper story, send for our free 12-page corporate brochure and our new sheeter brochure. Or call us at 616/651-2337. In Chicago, Milwaukee or Minneapolis, 312/876-0615.

United Paper, Inc.

PRECISION SHEETING FOR MERCHANTS AND MILLS
One United Drive, P. O. Box 399, Sturgis, Michigan 49091

LINWEAVE FINE PAPERS, INC., headquartered in Holyoke, MA, has announced the appointment of Don Reggio as Southeast Regional sales manager. Working out of Atlanta, Mr. Reggio, who has a background in the graphic arts and paper industries, will service Florida, Georgia, North and South Carolina, Alabama, Tennessee and Mississippi.

CARROLL COMPANY has announced that Ken Parrish has joined the company as an account executive. Mr. Parrish, who has over 15 years experience in chemical and paper sales, will cover a territory that includes Ohio, Kentucky, Indiana, Michigan and West Virginia.

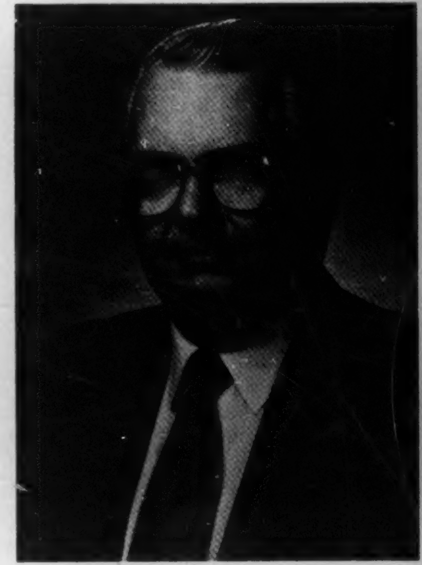
IFC NONWOVENS, INC. has started to market After-pumps™—pop-up wet wipes to clean your hands after pumping gasoline at self-service pumps. The wipes contain a detergent with a moisturizer and a light fragrance. The product has a minimum two year shelf life.

HAMMERMILL PAPERS GROUP has appointed Anthony D. Marek as sales representative in the company's Southeast sales region. Mr. Marek will work out of the Atlanta office and will be selling in Alabama, Mississippi and Tennessee.

APPLETON PAPERS INC., a subsidiary of BATUS Inc., recently appointed pointed George F. Sarris as senior sales representative for the company's Mid-Atlantic sales region. Mr. Sarris, who comes to Appleton Papers from the NCR Corporation, will be based in Washington, D.C.

GEORGIA-PACIFIC CORP. has named Fred Guaraldo director of sales for their Commercial Products & Systems Division. Mr. Guaraldo has had 13 years in tissue sales and manufacturing as well as 7 years in transportation industry marketing. He will be responsible for direction of all CP&S field and national accounts sales operations and personnel.■

Strathmore's Murray Grant Retires



Strathmore Paper Company has announced that Murray E. Grant, manager of advertising and sales promotion, retired on March 1st after twenty-two years with the company.

John G. Gallup, president of Strathmore, stated, "The talents and abilities demonstrated over many years by Murray have played a major role in helping to promote the Strathmore name. He will be extremely difficult to replace."

Grant began his career in the paper industry with a Detroit paper merchant following his graduation from Cass Tech with a printing major. After spending twelve years as merchant promotion specialist, and five years as an assistant advertising manager with a coated paper mill, Grant joined Strathmore. While at Strathmore, a company which produces premium quality bond, writing, text and cover papers as well as a complete line of artists' products, Grant served on the Cover and Text Promotion Committee of the American Paper Institute. He was also a member of the Board of Directors of the Engraved Stationery Manufacturers Association, as well as past president of the Springfield Advertising Club and past president of the Papermakers Advertising Association. He is a life member of the Adcraft Club of Detroit.

Though he has retired, Grant will continue to serve Strathmore in a consulting capacity.■

How Many Salespeople Are In Your Company?

On the face of it, it would seem to be a simple matter to answer that question. Careful consideration, however, would seem to indicate the our first, quick answer might not necessarily be the right one. Sure, its easy to say, "We have six people in our Sales Department," but that's because we think that our salespeople are the only ones responsible for making sales.

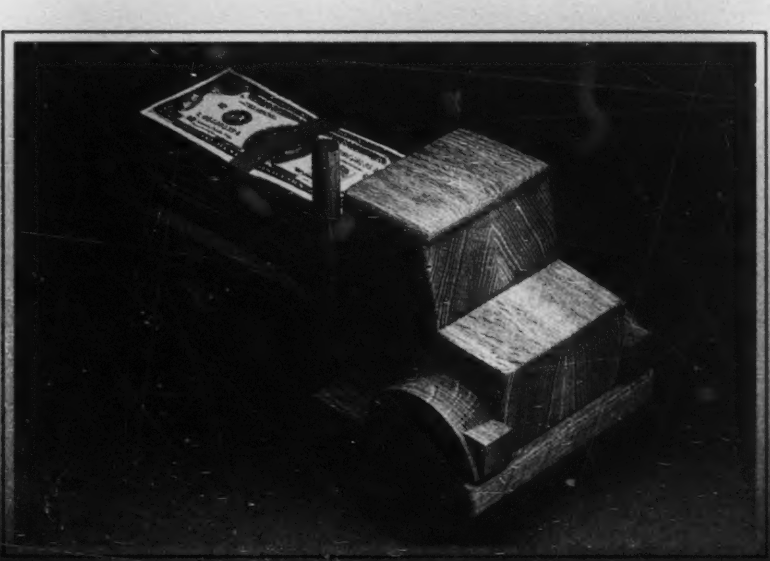
Granted, the salespeople (inside or outside) are certainly the ones in the forefront of the never-ending battle for sales, and are the ones who write up orders and find new customers. But what about the companies who are already your customers? Are your salespeople the only ones in your company that ever have any contact with customers? The answer to that question is obviously "No."

The switchboard operator talks first to customers who call up. The bookkeeper deals with questions about accounts receivable. The dispatcher handles delivery requests, truck drivers go to customers' premises, and secretaries often interface with customers in the course of the business day.

It quickly becomes apparent that, while a salesperson may go out and get the business, whether you *keep* the business is dependent in large measure on how well *everybody* in your company treats your customers. If one of your customers has a problem of some sort, and that problem is made worse by sloppy handling of requests for help, or an uncaring attitude, no matter how good the salesperson is, you stand a good chance of losing the account.

The real answer to the question in the headline is simple to find. Just answer the question, "How many people work for your company?"■

Service You Can Bank On.



country, providing you regional access to our entire product line. So you can order hassle-free, amalgamating small quantities for quick turnaround, higher turnover and fatter profits.

What's more, we've made it policy *not* to oversell our mills, because we know how backlog delays can force buyers to hedge and over order. Instead, we work together with you and commit to a business plan geared to your forecasted needs. So we keep backlogs consistently low and ship on time. Period.

The bottom line: Good [illegible] or bad, you [illegible]

T[illegible]

CASCADE OD/Xerographic
8½ x 11 WHITE 20 LB. 500 SHTS. 10.00M
CASCADE OD/Xerographic
8½ x 11 WHITE 20 LB. 500 SHTS. 10.00M
X-9000
CASCADE X-9000
8½ x 11 WHITE 20 LB. 500 SHTS. 10.00M
CASCADE X-9000
WHITE
8½ X 11/GL
CASCADE OD/Xerographic
WHITE SUB 20
8½ X 11/GL 10 REAMS
P1-OD-2201

Rely on the Calendar, Not Your Memory

Congratulations! You've just made a nice sale and you're ready to move on to your next customer. Based on the amount of product you just sold, you make a mental note to call back at some future date. If that is all you do, sooner or later, no matter how good you think your memory is, you're going to forget when that next sales call is due.

The least that could happen is that the customer will suddenly find himself running short of your product—and get annoyed that you forgot to remind him to reorder. The worst that can happen would be for a competitor's salesperson to be there when the need to reorder arises—and you lose the sale.

There is a perfectly simple way to avoid this aggravation (and to help improve your sales)—before you leave your customer's premises mark your appointment calendar with the date of your callback. If you don't know how long the stock shipment is supposed to last, ask! Then pick a date far enough in advance of the expected runout date to get in touch again with your customer. Remind him that you know it is time for him to reorder. If you do this on a regular basis, you will not only get the reorder, but will win your customer's gratitude because your obvious attention to his needs will mean that there is one less detail that *he* has to worry about. (And don't pass up the opportunity to ask if he needs any of the other products you sell or if he is intending to do any upgrading of the products he already buys from you.)■

Hammermill Marks 75 Years of Advertising

The first advertisement for Hammermill paper appeared in the May, 1912 issue of *The Saturday Evening Post*—a 3 x 8 inch column ad that claimed businesses would save money by switching to Hammermill Bond.

No other paper mill has been advertising mill branded products distributed through paper merchants for as long as Hammermill. This long history of advertising has made Hammermill one of the country's best-known brands. As the company starts its 76th consecutive year of bringing its name and products to the attention of the public, the number of magazines carrying the message will reach 40, including specialized publications such as *Advertising Age, American Printer,* and *PC*.■

Big Budget Ad Campaign to Introduce New Brand of Bath Tissue to Public

Coronet
ANGEL SOFT

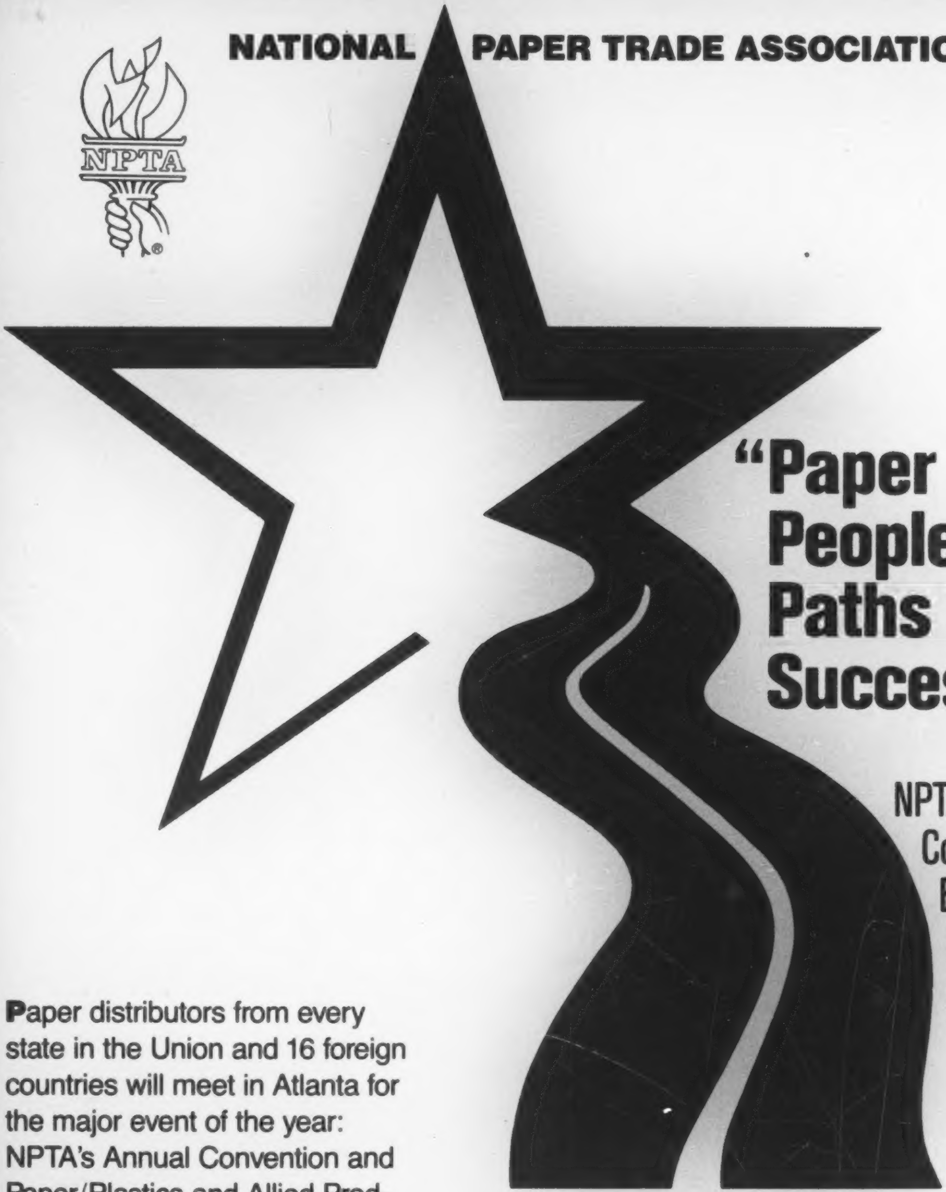
If you haven't heard of Angel Soft®, a new premium-quality brand of bath tissue from Georgia-Pacific, you soon will. Extensive market research showed that softness is the most important quality consumers look for in a bath tissue. The research also indicated that increasing numbers of people are "trading up" to premium grades of tissue, and that over 60% of sales now are in this category.

To launch the first premium brand to be produced in more than a decade, G-P has embarked upon a major advertising campaign, including prime-time network television, print advertising and merchandise promotions. Sterling Holloway will narrate the TV ads, which feature baby angels and rolls of Angel Soft tissue floating through the sky. Packages of Angel Soft will feature buy one/get one free offers, full-page, free-standing inserts will provide high-value coupons and full-page ads in major women's magazines will offer a free package of Angel Soft.

Georgia-Pacific's mills in Washington, Arkansas, Florida and New York have made G-P one of the largest producers of tissue products, including Coronet®, Mr. Big® and MD®.■

NPTA

NATIONAL PAPER TRADE ASSOCIATION, INC.



"Paper People Paths To Success"

NPTA Annual
Convention and
Exposition
September 19-22, 1987
Atlanta, Georgia

Paper distributors from every state in the Union and 16 foreign countries will meet in Atlanta for the major event of the year: NPTA's Annual Convention and Paper/Plastics and Allied Products Exposition.

Plan on being there for important workshops and seminars, a chance to meet the leaders of the industry, share ideas, and learn what's new on the market for paper distributors.

Expo '87 will feature paper, plastic and related products including health care disposables, retail and industrial packaging, food service items, sanitary supplies and equipment, nonwovens, foils, tapes, wraps and other specialties. Computer hardware and software designed specifically for paper distributors will also be displayed.

Don't miss NPTA's Convention and Expo '87—The Show, The Meetings, the Special Events . . . all waiting for you in Atlanta!

Exposition Management:
Scherago Associates, Inc.
1515 Broadway
New York, New York 10036
(212) 730-1050

Sponsoring Organization:
National Paper Trade Association, inc.
111 Great Neck Road
Great Neck, New York 11021
(516) 829-3070

One Company's Experience with Scott Paper's START Program

An unusual application of the telemarketing concept, operated by a manufacturer for the benefit of its distributors.

As one of the largest paper and maintenance products distributors in the mid-Atlantic United States, Harrisburg Paper Company in Harrisburg, PA, knows that obtaining new sales is a key to success.

That's why the company, which services accounts in the five-state area of Pennsylvania, New Jersey, Maryland, Virginia and West Virginia, decided to participate in a new telemarketing program offered by Scott Paper Company. Called START, for Scott TelemArketing Resource Team, the program gives distributors the opportunity to take advantage of telemarketing without making the investment required to set up their own system.

"When Harrisburg Paper Company was first approached and asked to join the START program, the company had already tried other telemarketing efforts with little success," says Robert A. Reddy, manager of marketing operations for the distributor.

Based on the company's long-term relationship with Scott, Harrisburg Paper decided to give START a try. After working with Scott to decide what was needed to make the program a success, Harrisburg generated a list of house accounts for START to call from.

"I screened that list because the first program was for cloth-replacement wipers and there were customers on that list that would not offer the opportunity for wiper sales," explains Reddy. "Then we went back and talked to our sales force and generated a list of accounts by sales rep. I talked to each sales rep and they audited their lists, crossing out those they believed were not prospects for wipers."

START Makes Offer to All on List

"START took the list provided by Harrisburg Paper Company and began to call all the names on that list," says Belle Patton, manager of direct marketing for START. Every person contacted was offered a trial offer package of cloth-replacement wipers for an initial order. The trial offer was two cases of Scott® wipers, and included in the offer was the Scott guarantee of satisfaction which said if the customer was not satisfied, the wipers could be returned for a refund from Scott on the unused wipers.

Then, the names of all customers who had purchased the trial offer were given to Harrisburg Paper Company for follow-up.

"We offered customers the chance to try a new product at absolutely no financial risk," says Patton. "If they liked the product, they could reorder through Harrisburg Paper. If they didn't like them, they could get their money back from Scott."

For Harrisburg, the START offer had two benefits. First, it helped Harrisburg introduce existing customers to new products, and second, it supported the Harrisburg sales team and helped them expand the product line.

"In addition," says Reddy, "START provided the Harrisburg sales staff with complete information on each sale, and they shipped the products and arranged for a follow-up sales call."

Few Returns From Trial Offer

The vast majority of customers who accepted the offer decided to keep the Scott cloth-replacement wipers they received. "In fact," says Tony Myers, vice president of marketing for Harrisburg, "more than 90 percent who tried the wipers stuck with them. I don't know of many situations where we had a problem with the customer on the wipers."

"I've noticed from our customer service department that there are a lot of orders coming in from Scott and very little returns," continues Myers. "That indicates to me that people liked the product, and that they have been treated well by Scott during the presentation. I think the entire program has been beneficial to us."

Customer List is Important for Success

While the list provided to START by Harrisburg Paper Company was made up of existing customers, not all those on the list were the distributor's biggest clients.

"They were all active accounts, but they may

NPTA Supports Telemarketing Efforts

Companies want to make sales. They want to sell to their existing customers and they want to sell to new customers—and the world is full of potential new customers. Many companies rely on an outside sales force to get their product(s) into the marketplace, a tried and true method with a long history of success. But there are strict limits as to what can be accomplished by even the best of salespeople who travel around from customer to customer.

The main limitation is one that everybody has to cope with: time! No matter how successful, how rich and powerful we are, we don't get any more minutes in an hour than anybody else. Faced with ever-increasing costs for in-person sales calls, and the realization that the number of calls that can be made in a day are limited by time constraints, there is an increasing amount of interest in telemarketing.

For telemarketing to become a truly valuable sales aid, however, requires more than a telephone and a directory. As with any other sales campaign, it has to be well-planned in advance. To help our members gain a better understanding of what is involved in managing a telemarketing program, NPTA offers S. Michael Zibrun's "Win-Win Telemarketing for Wholesaler-Distributors," a training program produced by the National Association of Wholesaler-Distributors. The cost is $138, including shipping, payable in advance by charge card (MC, Visa, Amex) or check. (International orders cost $140 and require that funds be in U.S. dollars drawn on a U.S. bank.)

have bought only $200 worth of products from us last year, or they may have bought a quarter of a million dollars worth of products," says Reddy. But none of those on the list was an active buyer of Scott® cloth-replacement wiper products.

"We didn't have a wide range of products into those accounts," says Reddy. "This was an opportunity for us to expand our product lines in those accounts and to help build a better relationship with them."

Using lists of existing customers did raise an issue among Harrisburg Paper Company's sales representatives—the issue of confidentiality.

"Distributor salespeople treasure their accounts, and they are very concerned about what an outsider is going to do with their business," explains Reddy. "A customer list is the livelihood of a sales representative, and he or she is very concerned that a customer list will go only where it is sent and nowhere else."

START and Harrisburg solved that problem in two ways. At its sales meetings, Harrisburg kept its staff informed about the telemarketing program, and made sure they knew what was going on at all times. "In fact," says Reddy, "the company even played a tape of a telephone sales call for each sales representative, so that they would know exactly what their customers were being told."

What makes a program a success? "A very big plus is the Scott name. The professional presentation provided by the START representative, boosted by recognition of the Scott name, made this telemarketing program a large success."

Visit Eastern...

A Modern Approach to
Traditional
Papermaking

CERTIFICATE... A TRUSTED NAME IN 25% COTTON FIBER PAPERS, WITH **MILLIONS** OF POUNDS OF EXPERIENCE BEHIND THEM.

Certificate Bond & Ledger
Certificate Royale & Cover
Certificate Linen Writing & Cover

MODERN - INNOVATIVE - AFFORDABLE

Imperial Character
50% Cotton Fiber

Computer Royale
25% Cotton Fiber

Inquiries encouraged for all types of cotton content papers

*COME TALK TO THE EASTERN PROFESSIONALS AND COMPARE EASTERN'S **EXTRA VALUE**, EARNED THROUGH YEARS OF PRODUCTION EXPERIENCE.*

FINE BUSINESS PAPERS

•

SPECIALTY PAPERS

EASTERN
Atlantic E Manifest
Certificate

EASTERN FINE PAPER, INC.
DIVISION OF EDDY PAPER COMPANY LIMITED
BREWER, MAINE 04412

BAGS
BA
BA
BAGS
BAGS
BAGS

your next logical step...
for in stock, specialty and custom
bags, printed up to four colors!

FISCHER PAPER PRODUCTS INC.
179 IDA AVENUE ANTIOCH, ILLINOIS 60002

800/323-9093
IN ILLINOIS-312/395-6060

15 YEARS SERVING THE . . .

- Food Service Industry
- Retail Drug Chains
- Millinery and Notion
- Medical and Industrial Markets

ACTIVITY

Producer Price Index Trends Reported

Producer price indexes tracked by the Bureau of Labor Statistics (monthly) for printing and writing paper were last covered in the October, 1986 issue of *MN*. Below is an update of price trends, by selected printing paper grades, through the 4th quarter of 1986 (October, November, December). Total printing and writing paper prices rose 3.9% from December, 1985 to December, 1986, according to the BLS, with form bond grades rising most rapidly.

Printing & Writing Paper Producer Price index Trends By Select Commodity Grades

(Index Base 1967 = 100 unless otherwise noted)	End of Month: 1986			Percent Change From 12/86
TYPE PAPER	October	November	December	(Unadjusted)
Total Printing & Writing Paper (Except Newsprint & Packaging)	304.3	305.8	307.0	3.9
—Uncoated Publication & Printing(1)	241.4	245.9	249.1	4.1
—Printing Paper, Coated 2-S, #3(1)	233.8	234.8	235.2	0.4
—Printing Paper, Coated 2-S, #5(1)	275.4	275.4	275.4	−6.2
—Printing Paper, Coated 2-S, Other(2)	120.8	121.7	122.2	−0.5
—Book Paper, #3 Uncoated	285.2	287.0	288.2	6.5
—Other Book Printing Paper, Uncoated(2)	105.6	107.1	108.2	9.6
—Form Bond, 15 lb.(3)	148.6	149.3	149.3	15.6
—Other Form Bond(2)	104.5	104.0	104.0	12.6
—Cover Text(2)	123.8	124.5	124.5	5.1

(1) 12/73 = 100 (2) 6/81 = 100 (3) 12/75 = 100

Source: U.S. Dept. of Labor, Bureau of Labor Statistics, Producer Price Index.

BERWICK 1987

America's largest producer
of ribbons and bows
has now added . . .

METALLIC RIBBONS

INSTANT PULL BOWS

**EXCLUSIVELY DESIGNED
FABRIC RIBBONS**

For more details on these items
and other high quality BERWICK Products
please call . . .

1-800-BERWICK

BERWICK

NPTA Reports to Members at Regional Meetings

In an effort to improve NPTA's membership services, the Association's board of directors instituted a regional meeting schedule for members of NPTA. They began in March in the New York area and will continue around the country.

Bringing important business information to those who can use it at member companies is one of the main functions of the National Paper Trade Association. The Association currently provides information in many areas through direct mail, telephone and *Management News.* These avenues, NPTA's board realized, provide little feedback—little opportunity for give-and-take.

The establishment of regional member meetings, it was felt, would give NPTA members a chance to share their ideas and gain some new insights. The program is working.

The Meeting

The regional meeting concept as created by NPTA brings together member merchants in a specific area to hear a business conditions report on their region (one that has only been available to some members). The QBCR (Quarterly Business Conditions Report) as it is called, tracks 10 important financial and operating ratios that are broken out for printing and industrial across NPTA's nine statistical regions.

Members get to see these results graphically through a slide presentation and time is left for discussion. Beyond that, an update is given on NPTA services and how these can be used to save each company money.

"In addition to reporting statistics to the membership," said NPTA's president John J. Buckley, Jr., "we have the chance to meet members we may have never seen before. It allows us to make the Association and its services more real to the participants, and it shows the members that we are here to serve. Their wishes are turned into new services that benefit the industry," he said.

Future Plans

In addition to the dates already set (see listing), NPTA will be adding other cities and dates as opportunities arise in 1987. This program will be evaluated during the year and the board of directors will discuss extending the offering in 1988.

The need for greater visibility of NPTA's statistical reports and its services is the goal. Members who attend will certainly come away with a better understanding of industry business conditions on a local basis and, it is hoped, a better sense of what NPTA has to offer.

The next meeting will be held in Boston at a downtown hotel. The session will begin at 3:30 pm and run through a wine and cheese reception at about 6:00 pm. All Boston area members of NPTA are invited. If you do not receive an invitation in the mail, please call the headquarters office.

Regional Meeting Dates

March 11 - New York City
March 25 - Stamford, CT
May 21 - Boston, MA
July 21 - Los Angeles, CA
July 22 - San Francisco, CA
July 23 - Portland, OR
November 18 - Richmond, VA
November 19 - Washington, D.C.
To be announced - Chicago, IL

John Buckley, NPTA president, addresses regional member meeting in Connecticut.

Excellence in . . .
Chemical Specialties,
Packaging and
Training

We are your "one source" supplier for

- *a complete line of maintenance chemicals*
- *individually designed private brand label, silkscreen and literature programs*
- *sales training, sales aids, videos and cassettes*

Betco Corporation
1001 Brown Avenue
P.O. Box 3127
Toledo, Ohio 43607

Call Toll Free
1-800-537-4777
1-800-472-3444 In Ohio

See us at NPTA

Make Money In Bags.

Make it the way successful distributors across the country do. Sell Himolene trash bags and liners.

Why are Himolene products moneymakers? For one thing, we help you sell them, with aggressive, expanded sales support. Our pros know your market inside and out. And are always ready to work with your team.

Two, you get fast, frequent deliveries no matter where you are, from our three strategically located manufacturing facilities. That saves you freight, warehouse, and inventory costs.

Plus, we keep costs down with intelligent production methods. Not by cutting quality, count or weight. That means your customers get an honest, hardworking bag every time. They never call to complain. Just to re-order. So you sell loads of bags.

And make bags of money.

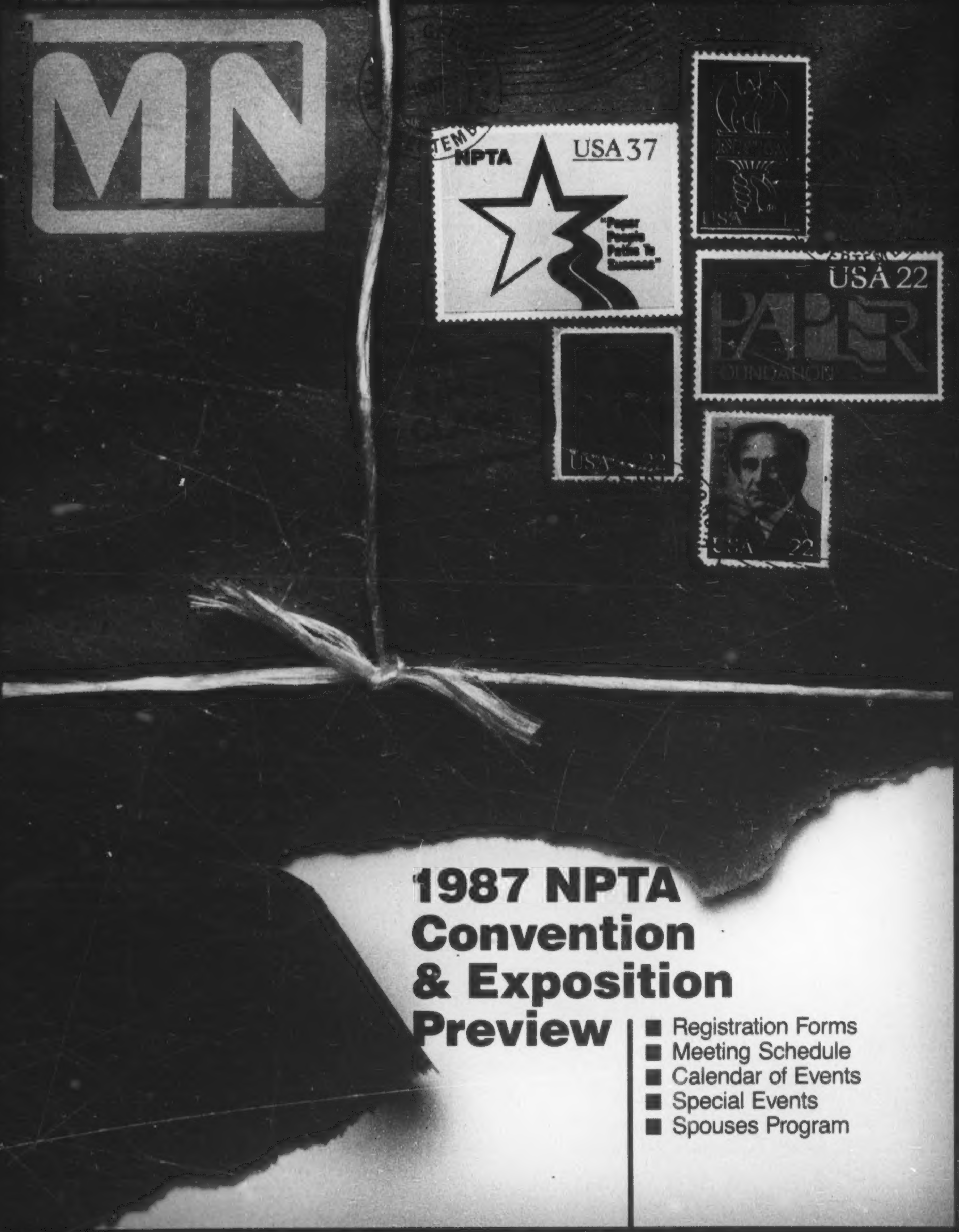
For more information, call Barbara Fisher at 1-800-351-3443, and make an appointment to meet at our NPTA suite.

HIMOLENE™
IT'S MONEY IN THE BAG.

NPTA MANAGEMENT NEWS

MAY 1987

MN


NPTA
USA 37
"Paper People Paths To Success"
USA
USA 22
PAPER
FOUNDATION
USA 22
USA 22

1987 NPTA Convention & Exposition Preview

- Registration Forms
- Meeting Schedule
- Calendar of Events
- Special Events
- Spouses Program

1987 Paper People Paths to Success

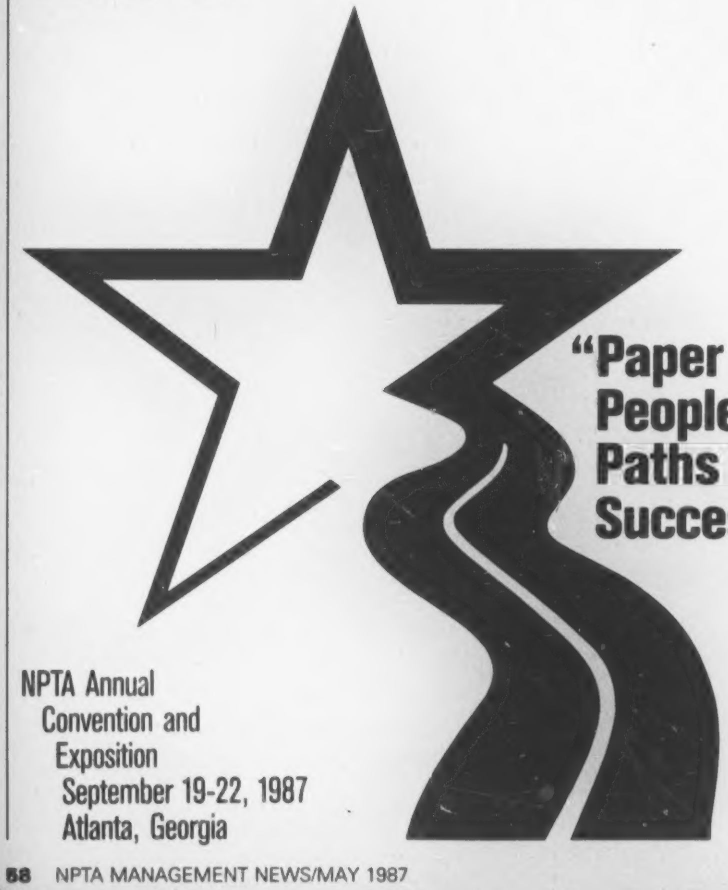
There is a whirlwind of activities planned for NPTA's Annual Convention in Atlanta this Fall. The largest gathering of the paper and allied products industry will help paper people on their paths to success.

NPTA Official Registration Hours

In the Apparel Mart, Atlanta, GA

Saturday, September 19: 8:00 a.m.–5:00 p.m.
Sunday, September 20: 9:00 a.m.–5:00 p.m.
Monday, September 21: 8:00 a.m.–12:00 Noon

Avoid registration lines on-site.
Pre-register by mail.



"Paper People Paths To Success"

NPTA Annual
Convention and
Exposition
September 19-22, 1987
Atlanta, Georgia

Reach for the stars at the 1987 Annual Convention of the National Paper Trade Association! All paper people—merchants, manufacturers, converters and mill reps—will join together to make the 1987 NPTA Convention and Paper/Plastics & Allied Products Exposition the greatest in the Association's 84 year history.

This September 19-22 will see 7,000 paper people converge on Atlanta, GA to share in what has become the premier industry event. All of the materials needed for registration, housing and special events tickets are included in this issue of *MN*.

Paths to Success

There are many paths that paper people may travel through their industry, but few "paths to success." The theme of this year's Convention and Exposition highlights the responsibility placed on the leaders of the industry to prepare the paths to success for their people.

Success does not come easy, nor is it handed to the seeker on a platter. Hard work is to success as gas is to a car. Without it, no one gets very far. "The responsibility that the industry leaders have," reports NPTA chairman Francis J. Houlihan, "is to show their people how to be successful. They must be shining stars that their employees will want to emulate."

Furthermore, industry leaders must give their people the tools to success. These tools can take many forms—sales training, up-grading of management skills, conference attendance, college courses, performance appraisals, specialized books and publications and compensation programs that are performance-based. These all give the executive's people the help they need to sharpen their skills, and the executive, a leg-up on the competition.

Register Today

Join with your colleagues in the paper, plastics and allied products industry as they journey on their "Path to Success" that leads to Atlanta, GA for the 1987 NPTA Convention and Exposition. This year's program is filled with unique opportunities to meet, experience and learn about the trade—its trends and developments.

Make the time to participate in the many important meetings that are spread out through this four-day event. Your time will be well-spent.

How would you package this?

IVEX clearly knows how.

Fresh-Pak supermarket packaging for deli, produce, bakery and meat departments.

IVEX clear plastic trays add sparkle. Since shoppers can see the contents top to bottom, it builds consumer confidence and increases sales.

Many IVEX products can be combined for quantity pricing and faster inventory turns.

IVEX

Symbol of Packaging Products.

1987 Convention Program Focus: Paths to Success

All registered attendees are invited to participate in all meetings (except where noted). Mill people, manufacturers reps and non-member paper merchants are especially encouraged to join NPTA members to learn about the latest industry trends and developments at these Convention sessions.

Paper/Plastics & Allied Products Exposition Hours

In the Apparel Mart, Atlanta, GA

Saturday, September 19: 10:00 a.m.–5:00 p.m.
Sunday, September 20: 11:30 a.m.–5:00 p.m.
Monday, September 21: 8:30 a.m.–12:00 Noon

"Paper People Paths To Success"

Stephen C. Zaremba

There are many special sessions at the 1987 NPTA Convention that will help paper people on their paths to success. Program information is provided here in as complete a fashion as possible at this time. If there are program changes between now and the Convention in September, readers will be advised in the pages of *Management News* in the coming months.

Use the following list, and the handy planning folder included in this issue of *MN*, to select the meetings you would like to attend. There are some surprises and new features this year, so read carefully. And, most of all, join your industry for what will be the most memorable Convention in the Association's 84 year history.

1987 is the Year

"NPTA has crafted a Convention designed to aid mill and merchant leaders in their quest for success," said John J. Buckley, Jr., NPTA president. "The great variety of top-notch programs, special meetings and events all combine to both challenge and inspire leaders to action."

Success is a measurable commodity. So is failure. Those who take the time to participate in their industry's educational activities and learn, are better equipped to be successful in their day-to-day business activities. These are the true leaders, and are the truly successful.

Come to Atlanta. Your "Path to Success" begins with the materials in this publication.

Major Program Attractions

The 1987 "Paper People Paths to Success" program is highlighted by the presentations of two well-known statesmen. President Gerald R. Ford will address the 1987 Chairman's Luncheon on Convention Monday, September 21st, at 12:30 p.m., bringing his perspective of both national politics and international affairs to luncheon attendees. And Elie Wiesel, the 1986 winner of the Nobel Peace Prize, will address the NPTA Convention at its "Main Event" on Sunday, September 20th, at 10:30 a.m. in the Atrium of the Apparel Mart.

"These high-caliber presentations at our 1987 Convention accentuates the value that the NPTA program represents," said Francis J. Houlihan, president of Fleetwood Paper Company and chairman of the board of NPTA. "Those who attend our meetings are treated to leading speakers and the best industry thinking on a variety of subjects."

SATURDAY

How Are We Excellent?
10:00 a.m.-12:30 p.m.

Stephen C. Zaremba, marketing and sales consultant

Adding value to service, improving response time and being "customer-oriented" all help to answer the question: How are we excellent? Mr. Zaremba is a specialist in the many ways to improve your company's operation through adding value for your customers.

He will demonstrate how excellence may be achieved through extraordinary product availability, extraordinary customer cost efficiency, extraordinary administrative support and through the use of extraordinary technology.

Excellence in customer service is a key ingredient in any company's path to success. This session will help you on your way.

YEF Luncheon
12:30 p.m.-1:30 p.m.

This special luncheon for Young Executives Forum (YEF) members is an opportunity for up-and-coming managers to meet and share experiences. Tickets required: $35 per person (Use the Special Events Form to order tickets.)

The clear-cut difference.

As a distributor of 3M industrial products, you know there's a clear-cut difference between 3M and other companies. It's a difference that contributes to your continuing growth and profitability.

There's a difference in 3M's heavy research investment that provides you with a steady flow of new, innovative and cost-effective products that are easy to sell.

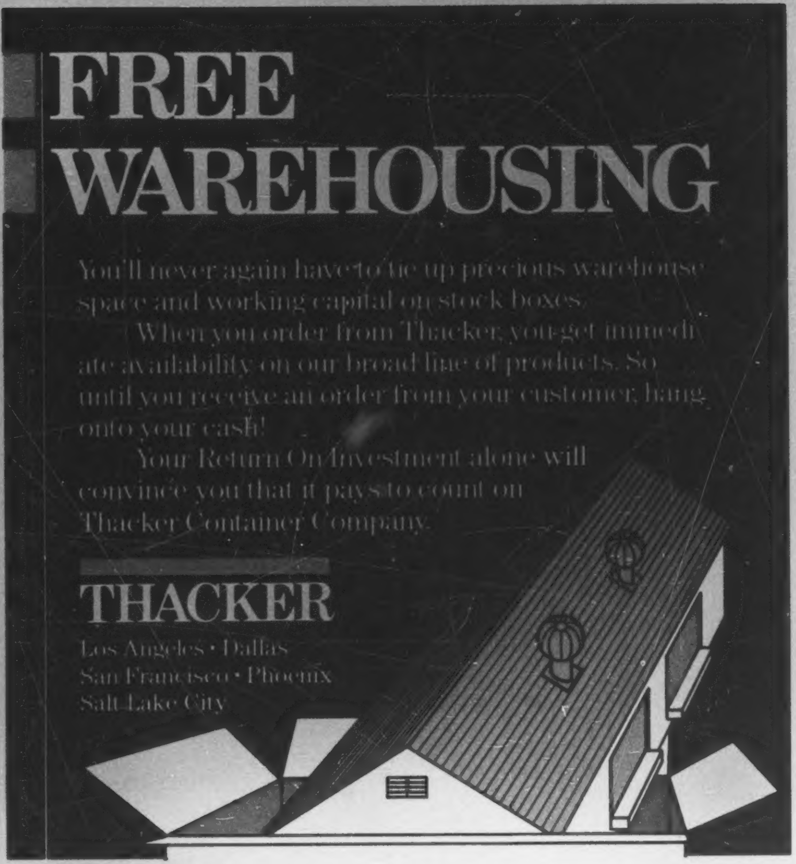
There's a difference in 3M's technical service and quality control that helps keep customers satisfied.

And there's a big difference in 3M's strong sales service. Promotional support. Selling aids. Product education. Application-engineering assistance.

And that difference comes from 3M Carbonless Products Department; Industrial Specialties; Industrial Tape and Packaging Systems divisions.

Stop by the 3M Booth at the National Paper Trade Association Convention and Exposition.

3M



FREE WAREHOUSING

You'll never again have to tie up precious warehouse space and working capital on stock boxes.

When you order from Thacker, you get immediate availability on our broad line of products. So until you receive an order from your customer, hang onto your cash!

Your Return On Investment alone will convince you that it pays to count on Thacker Container Company.

THACKER

Los Angeles • Dallas
San Francisco • Phoenix
Salt Lake City

Francis J. Houlihan

Charles E. Case

YEF Workshop
1:30 p.m.–2:30 p.m.
YEF Members Only

In this closed session, Stephen Zaremba will present how young managers can take advantage of the techniques that he discussed in his general session.

Because this session and the YEF luncheon are closed sessions, information on joining the YEF may be obtained by contacting Bruce Linden at NPTA Headquarters.

New Horizons in Industrial Packaging
3:00 p.m.-4:30 p.m.

In 1984 the estimated merchant wholesale sales for packaging suppliers and equipment totaled over $4.7 billion. Because packaging has become so important to our industrial and dual members, the NPTA Industrial Papers Division will present a discussion of the new types of product opportunities available for merchants. Three knowledgeable supplier executives will discuss product trends in corrugated products, cushioning materials and films & tapes. In these discussions they will include how the products can be used, how they can be sold and some of the prospects for the future in these product areas. With the technology of packaging exploding into new areas never before thought possible, this session will assist you in becoming more aware of just what is on the market and what will be on the market in the near future. The program will also allow you the opportunity to stretch your imagination in providing these new kinds of packaging to your customers.

Paper People Paths to Success Reception
6:30 p.m.-8:00 p.m.

An open extravaganza, the "Paths to Success" reception will be the gathering place for all 1987 Convention goers. Everyone is invited and suppliers will be given three free tickets per booth or suite taken. Merchants will receive two free tickets per company registered. (Additional tickets are $15 each. Use the Special Events Ticket order form to purchase tickets.)

The "Paths to Success" reception will be held in the Apparel Mart's Atrium, probably the most stunning room in Atlanta for such an event. Plan now to meet your friends at the "Paper People Paths to Success" reception.

SUNDAY

The Main Event
10:30 a.m.-12:00 noon

Always a most informative program, this year's Main Event will be highlighted with a presentation by the 1986 Nobel Peace Prize winner, Elie Wiesel.

Dr. Wiesel's remarks should not be missed. His vast experience in international affairs made him a much sought-after advisor. U.S. presidents and leaders of other countries continue to seek his counsel.

The Main Event will also bring Convention attendees a report from NPTA's chairman of the board, Francis J. Houlihan. Mr. Houlihan's message, "Paper People Paths to Success," will demonstrate the need we all have to work with our people to make them all they can be.

Come hear these important presentations. The time is right. (Our mill friends are requested to have their breakfast meetings completed by 10:30 a.m. so that all may attend The Main Event and hear Elie Wiesel's important presentation.)

NPTA Annual Business Meeting
NPTA Members Only
12:00 noon-12:30 p.m.

The Annual Business Meeting of the National Paper Trade Association is an opportunity for members to learn of the activities of the Association in the past year. It is also a time to help forge the direction the Association will take in the industry. New board members and officers will be elected at this meeting.

MONDAY

Business Papers and Hard Copy Supplies Market Forecast
10:00 a.m.-11:30 a.m.
Charles E. Case, director HCS Market Requirements Service
CAP International
Marshfield, MA

Part of paper distribution's future lies in filling the needs of those who produce printed materials and are not commercial printers. New technology has turned many in-house publishers into high-volume printers.

Charles Case will share the survey and analyses done by CAP International—a leading research organization that tracks changes in the graphic arts industry and is one of the fastest growing companies in the country. His organization has supplied information or has done studies for most of the major paper mills.

Case will review the growth in office automation and its use of paper, business papers market forecast, equipment and technology trends, the buying habits of printer and copier users and the newly emerging distribution trends—with an eye toward opportunities for paper merchants.

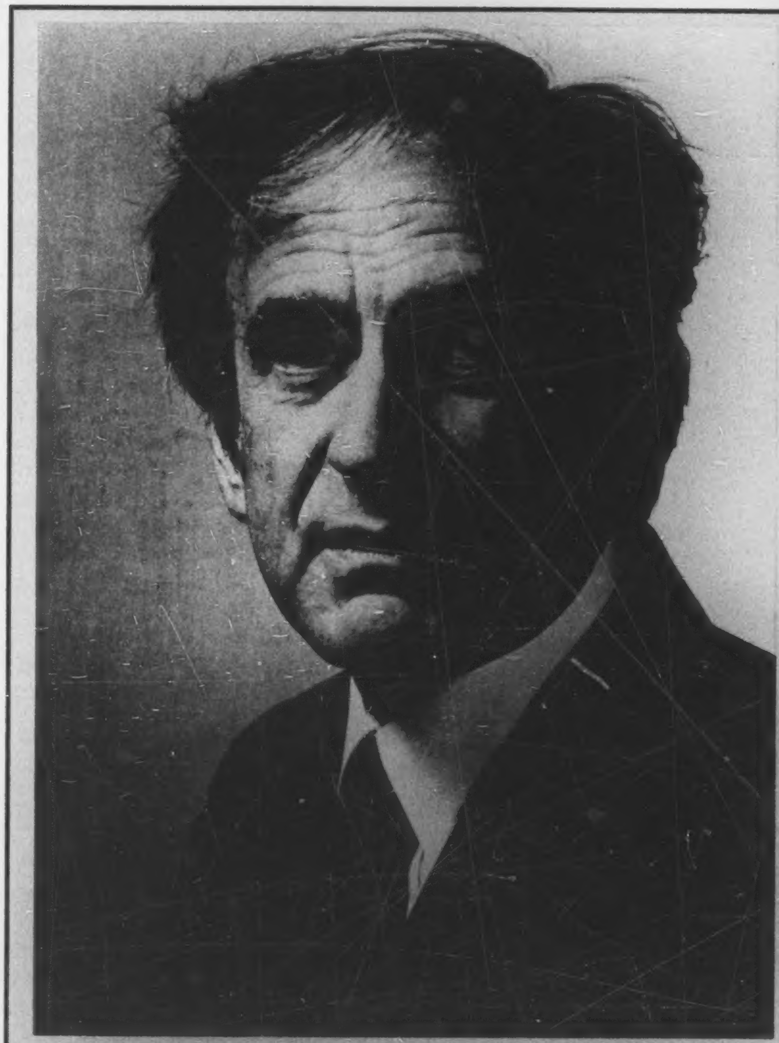
The Chairman's Luncheon
Reception: 12:00 noon-12:30 p.m. (cash bar)
Luncheon: 12:30 p.m.-2:30 p.m. (tickets required)

What has truly become a prestigious industry event, the NPTA's Chairman's Luncheon welcomes all Convention attendees. By virtue of its size and the high-caliber of its speakers, the Chairman's Luncheon is also the time when the Stanley O. Styles Industry Excellence Award is given to an outstanding industry leader.

The presentation of this award has become a momentous occasion for the paper and plastics industry. Its heritage is noteworthy, having been received by William Zellerbach, Albert Duval and Howard Ris. (The 1987 winner will be announced in an upcoming issue of *MN*.)

The keynote speaker for this important event will be President Gerald R. Ford. President Ford played a unique part in the history of our country and his presentation will be a revealing look inside the presidency for all who attend.

Tickets for the Luncheon ($75 each) may be purchased using the Special Events ticket order form in this issue of *MN*.



Nobel Peace Prize Winner Elie Wiesel

International Man of Peace to Address NPTA Convention

He was born in 1928 in Transylvania and spent his first 16 years there. In 1944, Elie Wiesel was forcibly taken from his home and incarcerated. From that time until the camps were liberated in 1945, he was held in Birkenau, Auschwitz and Buchenwald. He survived the ordeal and went on to become a trusted advisor to presidents and the winner of the Nobel Peace Prize in 1986.

Elie Wiesel has a list of credits and academic honors that is six pages long. He is a man of letters, a man of international affairs and a man of peace.

In 25 years, Elie Wiesel wrote 26 books and saw some of his works performed on stage. There have been 11 books written about him plus an award and a university chair named in his honor.

Elie Wiesel has received 104 awards for his outstanding service to humanity, including 38 honorary doctoral degrees. He won the Nobel Peace Prize in 1986.

"Paper People Paths To Success"

Denis Zegar

Impact of Technology on the Paper and Plastics Distribution Industry—1987–2000
2:30 p.m.-4:00 p.m.

Following the Chairman's Luncheon

Critical issues facing paper merchants in these industries are the need to improve asset management and productivity as well as reducing distribution costs.

The new marketing possibilities of the 90s must be realized at costs no greater than today, and probably less.

This presentation will share with the audience; for the first time, the results of a landmark study conducted by the Paper And Plastics Education Research (PAPER) Foundation on how personal computers, telecommunications and scanning technology will be applied to these important management issues.

The impact of other developments in the computing environment such as networks, decision and support systems and artificial intelligence will also be considered.

All executives in distribution, both mill and merchant, will be affected by these developments. They should hear the findings of the most important study ever conducted in the industry.

TUESDAY

Substance Abuse: Paper Peoples Paths to Failure
9:30 a.m.-11:00 a.m.

Dennis R. Zegar, vice president, government service, National American Wholesale Grocery Association

More attention than ever before has been focused on the overriding significance to our society of substance abuse.

There is no faster path for personal and company disaster than substance abuse by any type of company employee. This is a problem that can travel to every part of your firm.

Paper distribution managers are examining the manner in which this concern affects their organization. This important session will discuss in detail issues such as how to recognize the problem, drug testing, employee assistance, union-management cooperation, legal issues and other subjects of concern. A corporate policy and employee communication material will be the cornerstones of all company programs.

Come learn how to keep your employees on the path to success.

The Only Line of Quality Bar Soap
You-or Your Customers Ever Need

From The Flexible, Dependable Soap People

Stahl Soap
1413 Willow Avenue Hoboken, NJ 07030
(201) 653-1636
1-800-527-5115 FAX 201-653-5609

Fleet Lease Cost Evaluation Program

Charles Ditolla & Associates join the growing list of management services provided by NPTA to the membership.

With over 10 years experience in the leasing industry, Dr. Ditolla has become a recognized expert in the fleet leasing and the negotiating of fleet leases.

By appointment, during the convention, member firms will have their current fleet lease contracts evaluated and reviewed.

Make the most from your convention participation. Get this important company analysis done at no charge to your firm.

To make an appointment, and to determine what you need to do to prepare for this important session, call John Buckley at NPTA headquarters, 516-829-3070.

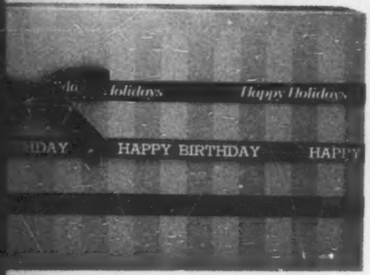
We'll tie up everything but your time and money!

EQUALITY / Stribbons®

Quick, easy and beautiful gift package decorating is sought by retailers and manufacturers nationwide. Stretch loops just "snap on" for a perfect package every time. Retailers and manufacturers relish our items because there is no waste or labor—they are economical. And all our items are held in stock ready for immediate delivery. Please call or write today for more information.

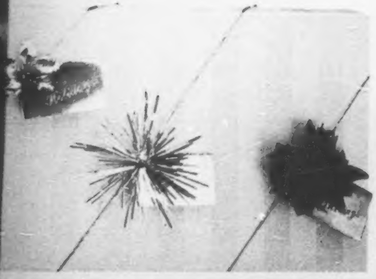
(212) 532-3000

11 East 26th Street • NY, NY 10010

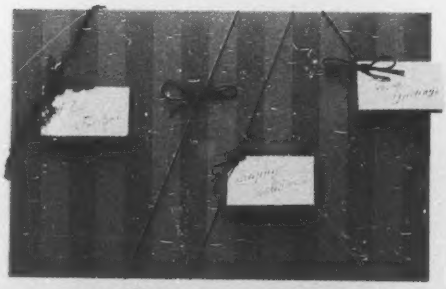


Ribbon Products

Cords and Tassels



Package Decorations



Stretch Loops and Cards

Bow-A-Ribbon™

President Ford to Speak at the 1987 Luncheon

His remarks about national and international affairs will reflect almost four decades of service to the nation.

Gerald R. Ford, 38th President of the United States, has the unique distinction of being the only person to serve as President who was not elected to the office.

He grew up in Grand Rapids, MI and attended the University of Michigan, receiving a Bachelor of Arts degree in 1935. He then attended Yale University Law School, graduating in 1941 with an LL.B.

After starting a career as a lawyer, President Ford entered the U.S. Navy in 1942. He served for almost four years, including two years aboard the aircraft carrier U.S.S. Monterey, which was attached to both the 3rd and 5th Fleets. In 1946 he was discharged with the rank of Lt. Commander, U.S.N.R., and resumed practicing law.

In 1948, the same year he got married, he was elected to the House of Representatives and was then re-elected every two years through 1972, serving 25 years in the House. He was chosen Minority Leader in 1965, and also served as permanent chairman of the Republic National Conventions in 1968 and 1972. In 1973, following the resignation of Vice President Spiro Agnew, Congressman Ford became the first person appointed to the position of Vice President by President Nixon, with Senate confirmation. When President Nixon resigned in August, 1974, Vice President Ford became President Ford, serving until January, 1977.

As a result of his service on the Presidential Commission investigating the assassination of President Kennedy, He wrote a book (with John R. Stiles) called *Portrait of the Assassin*. In 1979, President Ford's autobiography, *A Time to Heal*, was published.

President Ford has been the recipient of many awards and Honorary Doctor of Law Degrees, and he presently maintains an extensive schedule of speaking engagements around the country. Every summer, President Ford, as Distinguished Fellow of the American Enterprise Institute for Public Policy Research, holds a World Forum at his home in Vail, CO. At the first forum, held in 1983, President Ford was joined by several former world leaders who had held office at the same time as himself: Helmut Schmidt of West Germany, Valery Giscard d'Estaing of France, James Callaghan of Great Britain, and Malcom Fraser of Australia.

President Ford's remarks are expected to cover current national and international events and will bring the insights available only to those who have spent decades in public service, including the highest position in the land.

Record Exposition Expected in Atlanta this Fall

The Paper/Plastics & Allied Products Exposition is attracting exhibitors in record numbers to Atlanta this year.

On the heels of the great 50th Anniversary of the Paper/Plastics & Allied Products Exposition in Boston last year, the 1987 Show is expected to shatter all records. Last year's event drew 190 exhibitors taking 246 booths, and a total of 6,000 industry people. Expo '87 is expected to attract over 7,000 industry executives.

What's the Attraction?

The industry is growing and changing. Merchants and suppliers are realizing more and more that the Exhibit floor is the best, most economical way to meet the largest number of customers or potential customers.

The location of this year's Expo, at the Apparel Mart (see map, page 78) will increase the value and convenience of the Exposition. "This hall is one of the most modern and pleasant in the country," says Ed Ruffing, show manager. "The position of the registration areas, and the dramatic fountain in the entrance way, make the place something special. I know the paper distribution industry will enjoy the meeting."

There will be a few events scheduled in the Apparel Mart. An open social extravaganza is scheduled for Saturday, September 19th, in the Atrium of the Apparel Mart. All Convention attendees will be invited to this "Paper People Paths to Success" Reception, 6:30–8:30 pm.

In addition, the Main Event, the Convention's major session, featuring Elie Wiesel, 1986 Nobel Peace Prize winner, beginning at 10:30 a.m., Sunday, September 20th, is also scheduled at the Atrium. The Exposition will be open as the meeting ends.

The Exhibition, nerve center of the Convention, continues to attract new exhibitors who are displaying new products. The growth of packaging, computer and janitorial supply exhibitors have greatly complemented the growing segment of exhibitors from the food service, sanitary paper and retail packaging areas. All of these areas of the Exposition are well-attended by an eager audience of paper merchants who spend a great deal of time at the show.

Registration Made Easy

The great success of a new registration system established last year will be continued for 1987. For all those pre-registering, badges will be sent out in advance. There is no need to wait on lines when you arrive, to pick up badges. There are a few other important reasons for pre-registering. Only pre-registered companies will be invited to the "Paper People Paths to Success" Cocktail Reception on Saturday evening. There is a 10% discount in the registration fee for non-members and mill representatives who pre-register.

Only companies who pre-register will receive the Official Convention Guide at their office *prior* to their departure for the Conven-

"Paper People Paths To Success"

Reunion with Ed Bonner, former NPTA show manager at the 1986 Convention. From the left: John J. Buckley, Jr., NPTA president; Ed Bonner; Ed Ruffing, show manager.

"Paper People Paths To Success"

tion. Be able to land at Atlanta already knowing where everything is!

For those who elect not to pre-register, the registration area will be in the lobby of the Apparel Mart on Saturday, September 19th, from 8:00 a.m. to 5:00 p.m., Sunday, September 20th, from 9:00 a.m. to 5:00 p.m. and Monday, September 21st, from 8:00 a.m. to 12:00 noon.

Increase the value of your attendees' participation by pre-registering. Having your badge in advance gives you immediate access to all NPTA functions as well as the Show.

All materials necessary for Convention registration are included in this issue of *MN*. They won't be repeated, so use them to register today!

Paper People Paths to Success Reception
Atrium of the Atlanta Apparel Mart
6:30 p.m.–8:00 p.m.

A unique concept, barrels of fun and an extraordinary location will make the "Paper People Paths to Success Reception" one of the social highlights of the 1987 Convention for everyone.

This new event has been added to the program for 1987. Everyone who has pre-registered for the Convention is invited to participate in this reception. On your way to mill/merchant activities, stop by the Atrium of the Apparel Mart, one of Atlanta's most interesting and beautiful locations. Join in the only reception that invites all Convention registrants who pre-register.

Invitations will be mailed out by NPTA to all suppliers participating in the Annual Convention as exhibitors or registered manufacturers holding hospitality suites.

Mark the Paper People Paths to Success Reception on your Convention schedule of appointments now. This special event, with its unique flavor and unusual setting will be the talk of the 1987 Convention and Exposition. Don't miss it.

The Paper And Plastics Education Research Foundation...

...Invites Your Support

The Paper And Plastics Education Research (PAPER) Foundation was created because there is a perceived need to have merchants and mills work together to study, understand and respond to changes, trends and developments in the distribution of paper, plastics and allied products.

The PAPER Foundation will work primarily on two levels; research projects developed and funded through regular Foundation activities, and research projects developed and funded through the special division of the PAPER Foundation, the Endowed Research Chair of Paper Wholesaling at the University of North Florida.

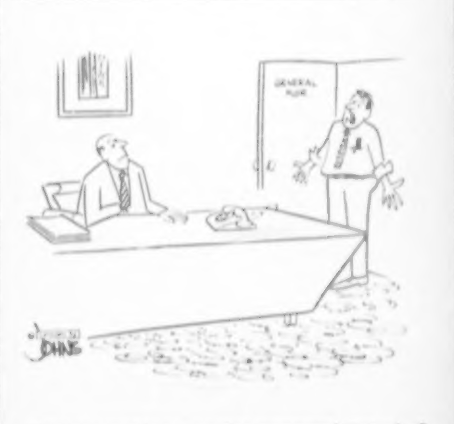
The PAPER Foundation Endowed Chair at the University of North Florida

There are several advantages of an Endowed Chair concept for conducting research.

- Top quality academicians can be attracted to conduct research. They bring years of experience, background and knowledge with them.
- The resources of a university (reference libraries, computerization, graduate assistants, pooled academic knowledge, etc.) can be harnessed for a project.
- All of the above mentioned resources can be used at a cost much less than the cost structure of professional consultants.
- A one-time payment to set up the Chair creates an ongoing income stream. This breaks the cycle of meaningful projects in search of funding. It will allow a majority of research time on the part of sponsoring organizations to be spent on managing the research and not fund raising.
- A regular stream of income will also allow for better planning of the effort. The Foundation can take on projects based on its regular budget.

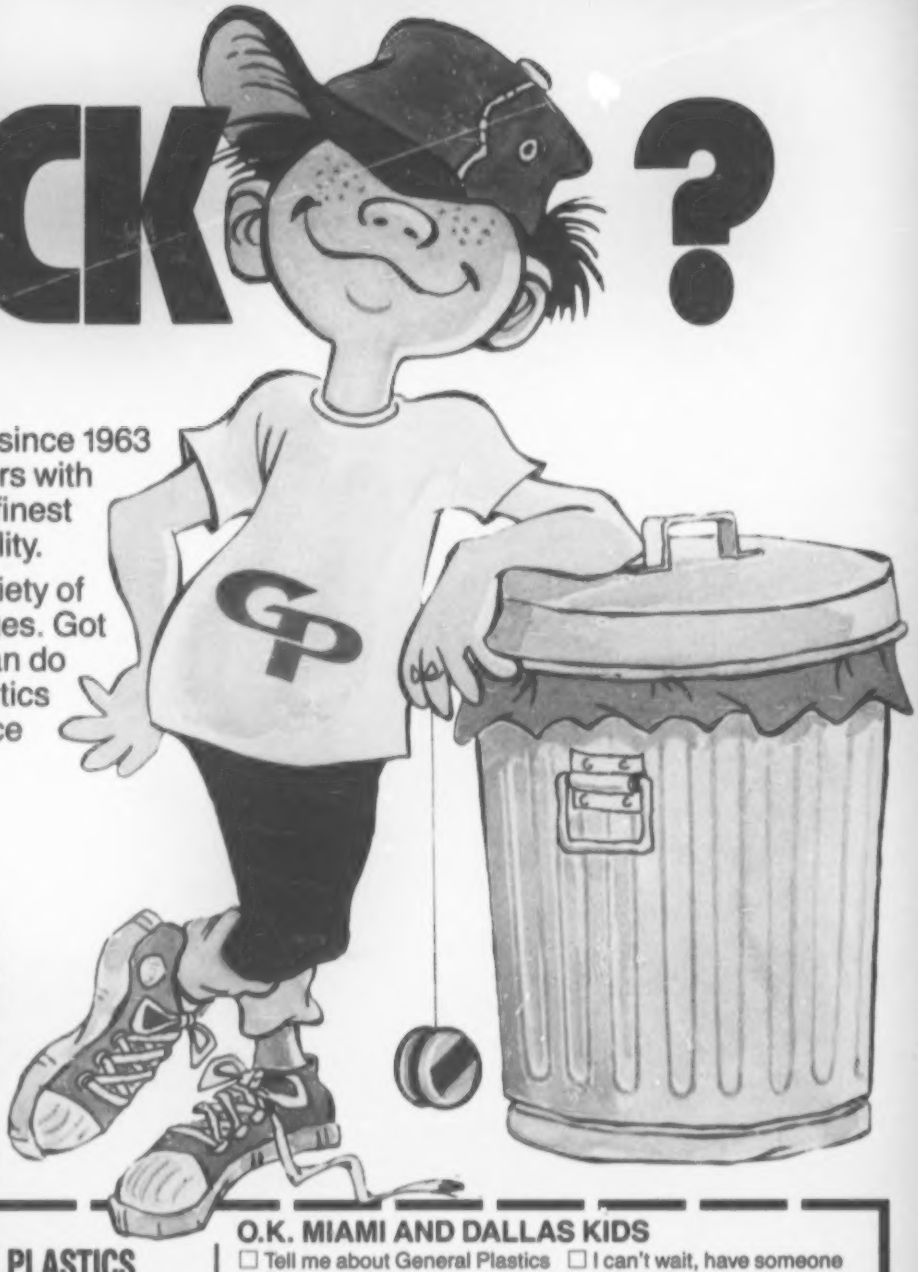
An opportunity to participate in the future of your industry.

Your tax-deductible contributions are welcomed.



"You're making me sales manager! But why? What did I ever do to you?!"

THE NEW KID ON THE BLOCK ?



Hardly.

We've been around since 1963 providing our customers with trash can liners of the finest quality and dependability.

We stock a wide variety of sizes, colors and gauges. Got a special need? We can do that, too! General Plastics means personal service and quick delivery at competitive prices.

...JUST ASK THE KIDS IN MIAMI OR DALLAS!

GENERAL PLASTICS
AND
GP PLASTICS CORPORATIONS

8900 N.W. 77th Court, Medley, Florida 33166
800-523-1712 (Florida) 800-523-1067 (National)
904 Regal Row, Dallas, Texas 75247
(214) 620-8824 (Texas [illegible]ollect) 800-527-9459 (National)

O.K. MIAMI AND DALLAS KIDS

☐ Tell me about General Plastics & your products
☐ I can't wait, have someone call me for an appointment

Name________________ Title________________

Company________________________________

Address________________ Phone________________

City________________ State________ Zip________

Convention '87 Spouses Will Find Atlanta a Treat

Four days of programs will highlight not only Atlanta but the gracious charm of the old South, as well.

"Paper People Paths To Success"

FRIDAY, SEPTEMBER 18

11:30 a.m.—3:30 p.m.

TOUR OF THE CARTER PRESIDENTIAL CENTER: We will begin our afternoon with a luncheon at the new Carter Presidential Center opened in October, 1986. Mrs. Rosalynn Carter, former first lady, will address the group following lunch.

After the luncheon and speech you will have time to visit the Presidential Library which has 70,000 square feet of high-tech, razzle-dazzle, manuscripts, photographs and folk art. See a 30 minute film on our former presidents and a presentation on the 20th century presidents and the major issues which confronted them.

Tickets are required: $45. per person.

Rosalynn Carter

SATURDAY, SEPTEMBER 19

CHOOSE ONE

- Elegant Atlanta—
includes lunch
12:30 p.m.–4:30 p.m. ($37. per person)

- Presenting Atlanta—
without lunch
1:00 p.m.–4:30 p.m. ($25. per person)

ELEGANT ATLANTA: A smorgasbord of Atlanta architecture awaits the visitor on this tour, with the structures ranging from an imposing villa built between the two world wars to a humble plain style farmhouse dating from before the Civil War.

The first landmark on the tour is the impressive Governor's Mansion, a Greek Revival structure situated on a wooded estate. We will continue on, passing many wonderful mansions as we tour the Buckhead area.

We will proceed to the Swan House. A dream mansion built in 1928 for a prominent Atlanta family, it is now administered by the Atlanta Historical Society. The swan motif appears frequently in the luxurious interior, which has a splendid collection of furnishings. The award-winning boxwood gardens and an incredible, multi-tiered cascading fountain make the grounds memorable.

The Tullie Smith House restoration adjoins the Swan House. One of the few existing pre-Civil War houses in Atlanta, it authentically depicts the daily life of simple farming people in early inland Georgia.

There will also be a stop at McElreath Hall, home of the Atlanta Historical Society, with time allowed for viewing the current exhibit.

Lunch will be at the newly renovated Swan Coach House. This charming restaurant is located on the grounds of the Swan House.

Tickets required: $37. per person.

Example of Atlanta's Architecture

PRESENTING ATLANTA: You are invited to discover the changing, active world of Atlanta—a city moving to take its place among great cities. Your tour begins downtown, where you will see some of our country's most spectacular contemporary architecture, including the world's tallest hotel, the Peachtree Plaza, the Omni International Complex and the State Capitol, the dome of which is gilded with gold mined in north Georgia, site of America's first gold rush. Proceeding through the Sweet Auburn section, center of Atlanta's black business and cultural heritage, you will see the Martin Luther King, Jr. Memorial, as well as his birthplace and home church, Ebenezer Baptist Church.

We will next visit the Cyclorama, a unique memorial to the Battle of Atlanta. The 50 foot high, 400 foot circumference painting-in-the-round has three-dimensional figures, sound and light effects and narration to relive this famous 1864 Civil War battle.

Next, we'll proceed to Inman Park, close to the heart of Metropolitan Atlanta's downtown. A "small town downtown," Inman Park was Atlanta's first planned community, conceived and developed in the 1880s into a gracious garden suburb of Victorian mansions which

SUPER

SOURCE

FORMAN, INC.

Food Service Disposables, Janitorial Supplies and Allied Products
Sales, Warehousing and Scheduled Delivery Services

2036 Lord Baltimore Drive, Baltimore, Maryland 21207
Phone (301) [illegible]-7500

100% of Sales Exclusively to Wholesalers/Distributors

"Paper People Paths To Success"

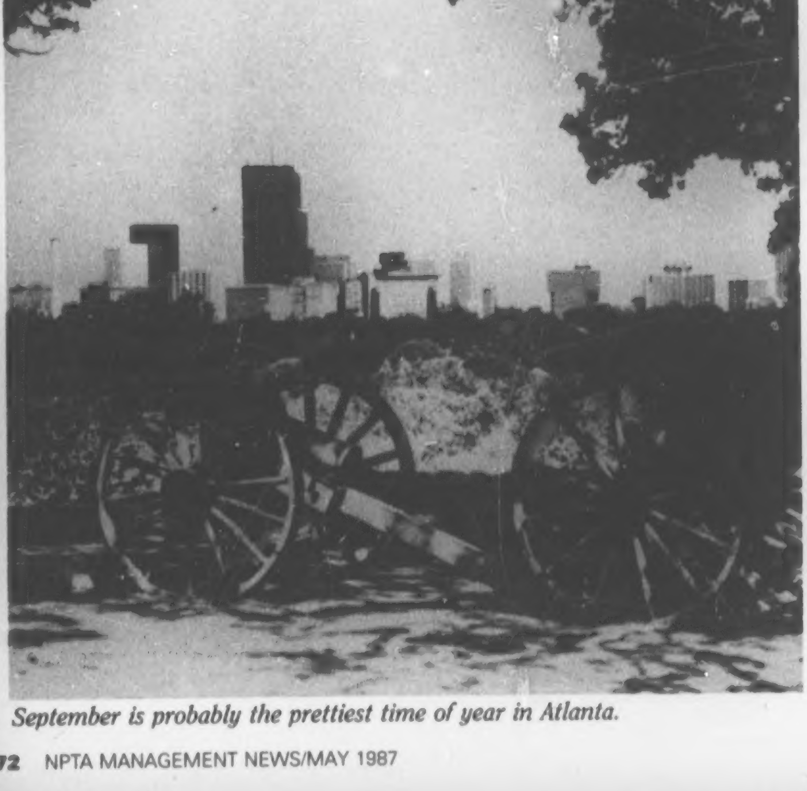
attracted the city's most affluent and influential families, including the Candlers and Woodruffs of Coca-Cola fame. Now listed on the National Register of Historic Places, there are over 300 homes in various stages of restoration.

Tickets required: $25. per person.

SUNDAY SEPTEMBER 20

CHOOSE ONE

- City of Homes, Newnan, Georgia—with lunch 10:30 a.m.—3:30 p.m.
- City of Homes, Newnan, Georgia (repeat)—with lunch 12:30 p.m.–5:00 p.m. *(The timing of this program allows those who wish to attend "The Main Event" feature Nobel Peace Prize Winner Elie Weisel in the morning time to do both.)*



September is probably the prettiest time of year in Atlanta.

There is a place near the most important business center in the South that offers a quiet charm and graciousness recalling bygone days. The place is Newnan, in Coweta County. Serene neighborhoods abound. Numerous antebellum and Victorian homes are beautifully intact, standing as a backdrop for a slower-paced lifestyle. In the 1920s, Newnan had more millionaires per capita in residence than almost any other community in the nation.

A day in Newnan offers you a tour of at least two of the homes of Greek Revival and Victorian architecture circa 1840–1916. The interiors have been restored where needed and the furnishings are beautiful. Also to be seen is the Male Academy Museum, operated by the Newnan-Coweta Historical Society and featuring changing exhibits.

You will go by the Coweta County Courthouse where you'll see an outstanding formal courtroom, and the old jail, both sites of John Wallace's trial and detention in the non-fiction bestseller, "Murder in Coweta County."

Luncheon will be served by gracious hostesses in a charming tea room and afterwards, you will have a chance to browse through 7,000 square feet of hand-picked imported English and American antiques, collectibles and gifts.

Tickets required: $40. per person.

MONDAY, SEPTEMBER 21

9:15 a.m.-10:15 a.m.—Continental Breakfast

9:15 a.m.-11:30 a.m.

"THE REAL COKE, THE REAL STORY:" Staff writer, Thomas Oliver, goes behind the scenes at Coca-Cola and explores its decision to change Coke's formula.

What better place to hear the Coke story than in Atlanta, Georgia, the home of the "Real Thing."

The program begins with an elegant Continental Breakfast.

Tickets required: $20. per person.

All spouses programs require tickets. Use the Special Events Ticket order form to purchase your tickets. Tickets for all events may not be available on site.

●The largest paper distributor/converter is still growing.

Since we became Paper Corporation of America, we have continued to expand and improve our servicing capability. We now have 113 wholesale distribution locations, 12 manufacturing plants and 51 Paper Plus retail stores.

We are unique in being able to service our customers from these facilities in almost every major market in the country. This can be especially important to customers with multiple locations, as well as for those suppliers who are looking to us to get their product to market.

Our distribution companies

- Baldwin Paper
- Carpenter Paper of Nebraska
- Copco Papers
- Garrett-Buchanan
- LaSalle Messinger Paper
- Mid-Continent Paper
- Monarch Paper
- Paper Corporation of United States
- Rourke-Eno Paper
- Saxon of Florida
- Saxon of New York
- Seneca Paper
- Unijax
- Unisource
- Universal Paper

Our converting companies

- Central Paper
- Coastal Plastics
- Quality Park Products
- Unijax Converting
- Wyomissing

Our marketing programs

- Copysource®
- Econosource®
- Paper Plus®
- Sphinx®
- Tailored Brands™
- Websource®

PCA™

Paper Corporation of America

An ALCO Standard Company

The 1987 Management News

OFFICIAL GUIDE to the NPTA Convention & Exposition

Atlanta, Georgia
September 19-22

The MN Official Guide

This year THE OFFICIAL GUIDE to NPTA's Convention and Exposition will be better than ever! In just two short years, THE GUIDE has become the most important and most used publication of the show!

More suppliers than ever (over 80 companies) chose to place their important advertising message in *MN* during the show. They chose *MN* because it is truly the ONLY OFFICIAL publication and the ONLY one that gives advertisers total coverage.

Advertisers know that they don't need to spend additional budget dollars placing ads in other publications when they can reach a greater audience at far less cost!

MN's OFFICIAL GUIDE reaches ALL who attend the Convention *BEFORE* any other publication! It is distributed to attendees *BEFORE* they leave home for the Convention, and AS THEY REGISTER at their hotel rooms for easy reading and preparation. Distributors will use *MN'S OFFICIAL GUIDE* to plan their Convention participation.

But *MN* goes one step further. *MN* reaches all NPTA members, non-members and suppliers who cannot attend the Convention, and for all those who do come, they receive the *OFFICIAL GUIDE BEFORE* they leave home! So, for the cost of a single insertion you can reach the entire industry *TWICE*—once before the Convention and once during the Convention! No show daily can do that, or get your message to the audience before *MN* does!

Closing date for *MN's Official Guide*

to the 1987 NPTA Convention

& Exposition is

July 1, 1987

his Very Special Issue Also Includes:

Exclusive Convention Information

MN carries the only OFFICIAL schedule of events. This will reduce the fragmented and often incorrect information that has been given out in the past by other publications.

Exclusive Products & Supplier Directories

MN is the *only* publication that provides listings of suppliers along with their product descriptions and the personnel from each of the companies who will be on site. These sections are also used during the year by participants as a handy guide to the key suppliers to the industry.

Hospitality Suite Locations

This year *MN* will provide (on a daily basis) lists of all OFFICIAL Hospitality Suite Locations. This will be distributed to ALL attendees.

Exclusive Exposition Floor Information

Only *MN* features the *OFFICIAL* floor plan including the listing of all the 1987 NPTA Exposition participants and their booth numbers.

Extensive Distribution

No other publication will speed your advertising message to as many readers as *MN's Official Guide.* Our publication will be distributed to attendees *as they register* in their hotels (distributed by hotel registration desk personnel), through NPTA registration and to all subscribers. *No other Convention publication gives your advertising message this coverage!* So even those merchants *NOT* attending the show will see your important advertising message!

In all, the total circulation of this issue will be well in excess of 17,000 copies. *MN* will also issue up-dates on both Sunday and Monday of all newly arrived registered manufacturers' and exhibitors' hospitality suite locations. Your ad can now reach the entire industry with one publication insertion!

Super Value

Don't miss this opportunity to reach YOUR most important audience in the most cost effective way. Your single budget dollar spent with *MN* buys more than $2 worth of advertising. And, *MN* gets to the audience *TWICE,* once prior to the Convention and once during the Convention! Over 17,000 copies will be circulated. Quadruple your impact!

ALSO: The dailies are thrown away while *MN* is kept and used throughout the year as a *REFERENCE GUIDE* to the key suppliers to the Paper, Plastics and Allied Products Industry. *MN* continues to be the very best value in helping suppliers reach their audience at the very best price and in the most high-interest environment. Don't miss this *SUPER VALUE!*

"Paper People Paths To Success"

To place your insertion order or for further information contact:

MN

Richard J. Lerman,
MN Advertising Director,
NPTA, 111 Great Neck Road,
Great Neck, NY 11021
(516) 829-3070

1987 Convention & Exposition Policy Statement

The National Convention of the paper/plastics and allied products distribution industry is held each year to create a legal forum for the exchange of product information and management ideas among paper merchants, suppliers, and manufacturers' representatives.

This annual meeting and the related Paper/Plastics & Allied Products Exposition is organized, coordinated, promoted and planned by the National Paper Trade Association, inc. (NPTA). It is the purpose of the Association to encourage and foster the broadest, most convenient range of contacts between all industry representatives, in addition to providing an atmosphere of sociability and idea exchange. In order to accomplish these goals, NPTA makes the following policy statement for the annual event.

For Paper Merchants and Manufacturers Representatives

1. ***Support*** the efforts of the suppliers who exhibit at the ***Paper/Plastics & Allied Products Exposition.*** They are providing a most efficient and convenient way to meet key manufacturing executives and learn about new products.

2. ***Support*** the efforts of the registered manufacturers maintaining hospitality suites at the ***Official Convention Hotels.***

3. ***Attend*** the official Convention meetings and workshops, especially ***The Main Event*** on Sunday morning at 10:30 a.m. Invite your suppliers to attend; the meetings are for them also. Resist individual supplier appointments that conflict with Convention meetings and workshops.

4. ***Encourage*** your suppliers to participate in the Convention and Exposition at the Official Convention Hotels so as not to detract from the efficient operation of the meeting, by expanding the radius of their activities. Let them know that it is easier and more efficient for you, the customer, to visit with them at the Official Convention Hotels. Resist meetings in other locations.

5. ***Purchase*** tickets for the Chairman's Luncheon on Convention Monday for members of your firm and for your suppliers. By doing so you will be supporting the efforts of the ***Paper And Plastics Education Research (PAPER) Foundation.*** In addition, greater industry participation in this function will enhance the stature of the ***Stanley O. Styles Industry Excellence Award.***

6. ***Provide NPTA*** with feedback regarding positive and negative aspects of the Annual Convention and suggestions for change.

For Manufacturers, Converters and Suppliers

1. ***Look*** upon the NPTA Annual Convention and Exposition as the premier opportunity to meet with a maximum number of customers and potential customers in a most economic and efficient way. Come prepared, organized and directed to get the most out of this event.

2. ***Participate in the Paper/Plastics & Allied Products Exposition*** by using booth space on the floor of the show to meet the greatest number of customers and potential customers.

3. ***Maintain*** hospitality suites in the ***Official Convention Hotels*** because it affords paper merchant customers the efficiency of visiting a maximum number of suppliers in a minimum amount of time.

4. ***Maximize*** your influence and presence at the Convention and Exposition by informing attendees of your products, services and the whereabouts of your company by advertising in the **only official** Convention publication: **MN's Official Guide to the 1987 Convention & Exposition**

5. ***Attend The Main Event*** on Convention Sunday at 10:30 a.m. Encourage your customers to attend. Do not schedule meetings to conflict with NPTA meetings, and attend as many meetings and workshops as is feasible.

6. ***Inform NPTA*** of your reception and other social plans, so that the Association can assist you in finding proper space. In addition, the Association can inform you of other supplier plans, so that conflicts do not arise with similar paper merchant groups that may be invited to receptions and other social events. NPTA is here to assist you so that all suppliers may derive maximum benefit from the events you schedule.

7. ***Purchase*** tickets to the Chairman's Luncheon on Convention Monday. It is the only "official" social event of the Convention. Attend the event yourself and invite your customers. Make it part of your Convention planning. In addition your attendance supports the efforts of the ***Paper And Plastics Education Research (PAPER) Foundation.*** A large turnout also will assist in enhancing the stature of the ***Stanley O. Styles Industry Excellence Award*** which will be presented at the luncheon.

8. ***Request*** badges for your official staff **only**. Unofficial badges given to merchant customers or others to avoid nonmember registration fees will result in embarrassment and suspension from participating at future Conventions. Don't forget, **only** paper merchants and manufacturers representatives are allowed to attend. End user customers are **not** welcome.

9. ***Provide NPTA*** with feedback regarding positive and negative aspects of the annual event and suggestions for change.

If any questions should arise regarding the above code of conduct, please contact John J. Buckley, Jr., NPTA president at 111 Great Neck Road, Great Neck, NY 11021; 516-829-3070.

For information on exhibiting at the Paper/Plastics & Allied Products Exposition, contact: Ed Ruffing, exhibit manager, Scherago Associates, 1515 Broadway, New York, NY 10036; 212-730-1050.

To place an ad in the **Official Guide,** contact Richard J. Lerman, director of advertising, **Management News** magazine, 111 Great Neck Road, Great Neck, NY 11021; 516-829-3070.

DELTA AIRLINES

The Official Airline of the 1987 NPTA Annual Convention & Exposition

FLY TO ATLANTA AND SAVE

40% *on the Regular Coach Fare... You'll even save some on discounted fares like Supersavers!*

For More Details, Call Toll-Free 1-800-241-6760

Ask for Account #D0045

NATURAL KRAFT WRAPPING PAPER

BLEACHED BUTCHER PAPER

PACKERS NEWSPRINT

- COMPETITIVE PRICES
- QUALITY PRODUCTS
- IMMEDIATE SERVICE
- DEPENDABLE PERFORMANCE

SHORR PAPER PRODUCTS, INC.

227 SOUTH RIVER STREET ■ AURORA, ILLINOIS 60507 ■ 312/897-6000

Atlanta: A Busy Atmosphere Tempered by Southern Charm

One of the nation's major success stories, Atlanta offers up-to-the-minute high tech while maintaining its agreeable pace of life and respect for its past.

Atlanta is celebrating its 150th birthday this year. It started life as the wilderness town of Terminus, so called because it was to be the meeting point of some of those newfangled things called railroads which were just beginning to snake their way across the countryside. After a brief span as Marthasville (in honor of the Governor's daughter), it has been Atlanta ever since 1845.

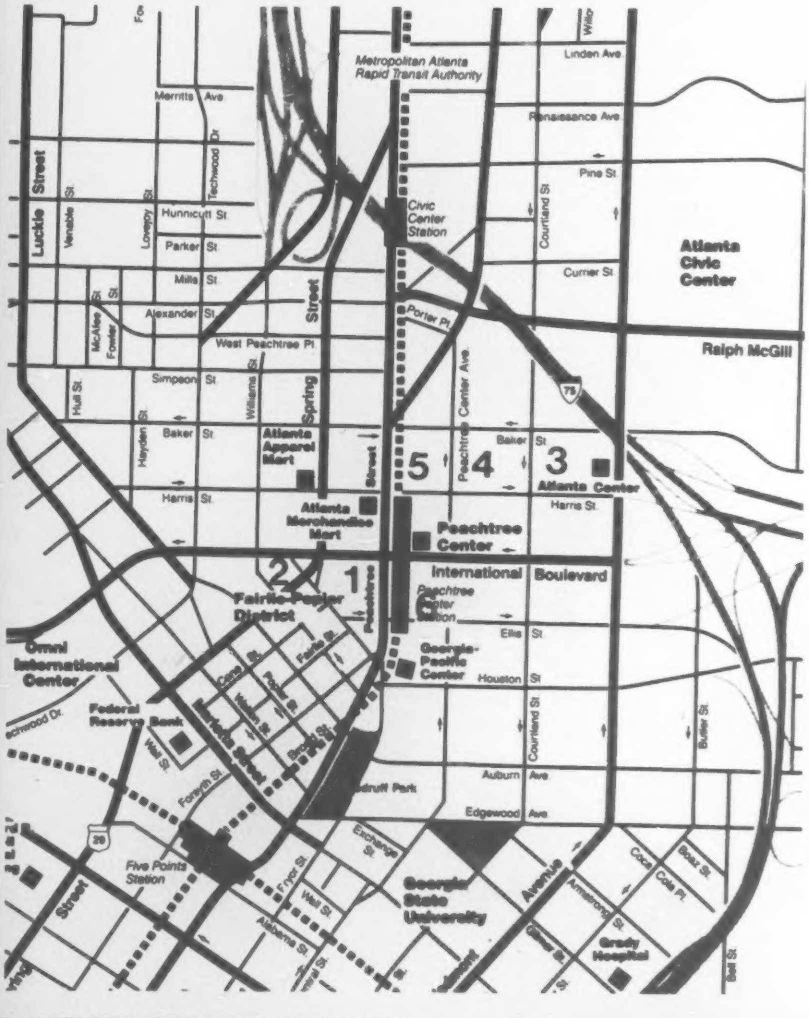
By the time the Civil War started, three railroads converged on Atlanta, a situation which made the city a major asset to the Confederacy—and a prime target for the Union's armies. Atlanta paid the price in 1864 when it was destroyed, an event never to be forgotten thanks to "Gone With the Wind." Atlanta commemorates the battle in the Cyclorama, a detailed painting in the round which stands 50 feet high by 400 feet in circumference.

Atlanta has come a long way since those sad times. It was long one of the leading cities in the South because it was a rail hub, but the city has really blossomed in the last few decades. Some idea of today's faster pace can be inferred from the fact that Atlanta International Airport has more than 2,000 arrivals and departures every day, making it one of the nation's busiest.

The city is headquarters for some of the country's major corporations such as Delta Air Lines and Georgia-Pacific and, of course, Coca Cola, which was invented in Atlanta. The city also is home to the Centers for Disease Control, the Yerkes Primate Research Center, the Georgia Institute of Technology and Emory University. The Atlanta Symphony, the High Museum of Art and the Woodruff Art Center plus dance and theater groups help make Atlanta one of the major cultural centers in the South.

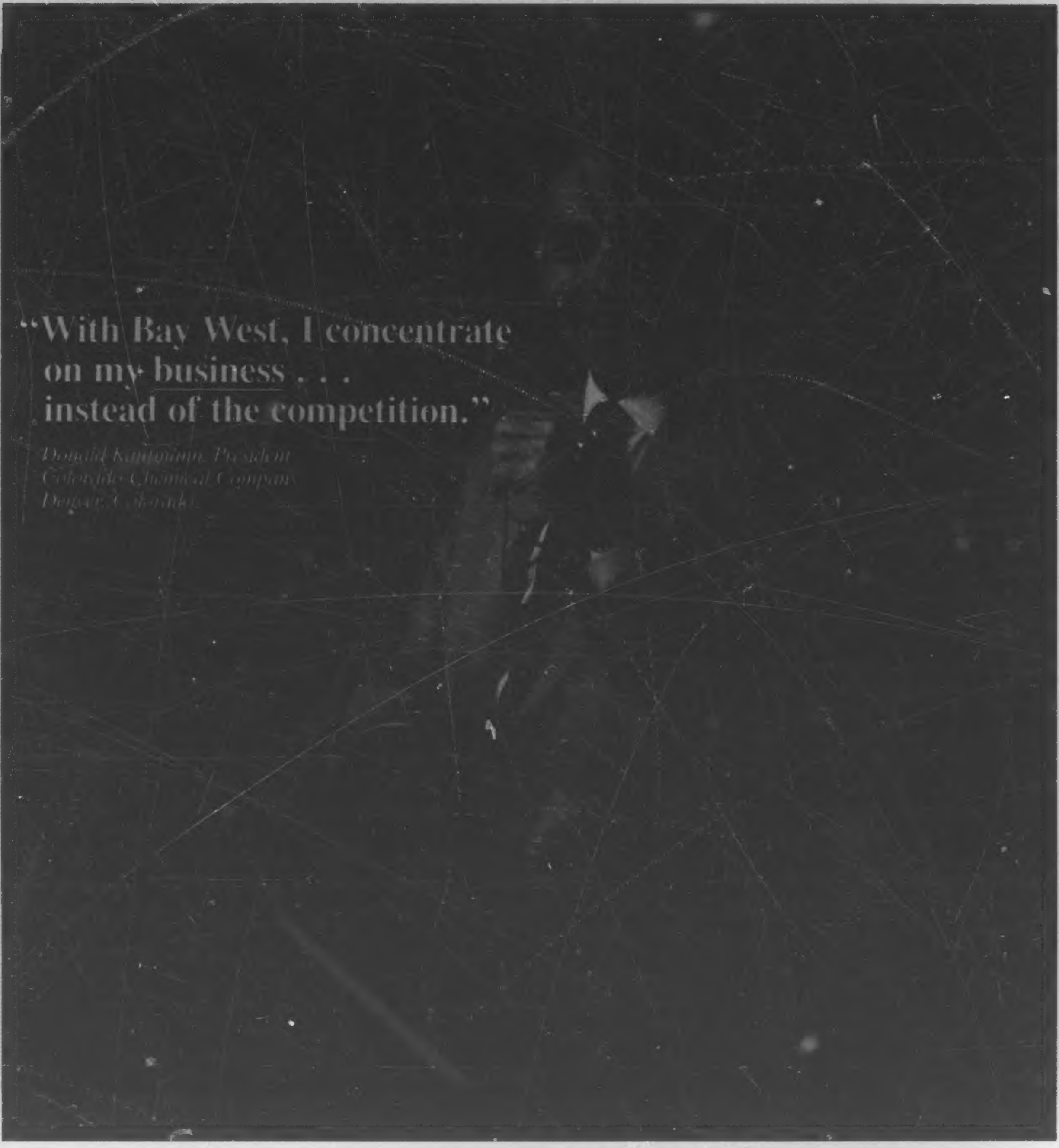
If you like your art in giant economy size, besides the Cyclorama, you can visit Georgia's Stone Mountain Park, where a sheer granite mountainside has had the world's largest bas-relief cut into it, picturing Jefferson Davis (President of the Confederacy), Robert E. Lee and "Stonewall" Jackson.

Atlanta is blessed with a generally enjoyable climate and an engaging life-style that manages to combine a friendly, outgoing way of life with all that today's modern world has to offer.



Metropolitan Atlanta Rapid Transit Authority
Linden Ave
Renaissance Ave
Pine St
Merritts Ave
Techwood Dr
Luckie Street
Venable St
Lovejoy St
Hunnicutt St
Parker St
Mills St
McAfee St
Fowler St
Alexander St
West Peachtree Pl
Civic Center Station
Courtland St
Currier St
Atlanta Civic Center
Porter Pl
Ralph McGill
75
Spring Street
Simpson St
Hull St
Williams St
Hayden St
Baker St
Harris St
Atlanta Apparel Mart
Atlanta Merchandise Mart
Peachtree Center Ave.
5
4
3
Atlanta Center
Peachtree Center
International Boulevard
2
1
6
Peachtree Center Station
Fairlie-Poplar District
Peachtree
Ellis St
Georgia-Pacific Center
Houston St
Omni International Center
Federal Reserve Bank
Cone St.
Poplar St.
Fairlie St.
Walton St.
Marietta Street
Broad St.
Wall St.
Forsyth St.
Woodruff Park
Auburn Ave
Edgewood Ave
Butler St.
20
Five Points Station
Exchange St.
Fryor St.
Alabama St.
Georgia State University
Avenue
Coca Cola Pl.
Boaz St.
Armstrong St.
Gilmer St.
Grady Hospital
Bell St
Street

1. Westin Peachtree Plaza Hotel
2. American Hotel
3. Atlanta Hilton & Towers Hotel
4. Atlanta Marriott Marquis Hotel
5. Hyatt Regency Atlanta
6. Ritz-Carlton Atlanta



"With Bay West, I concentrate
on my business . . .
instead of the competition."
Donald Kaufmann, President
Colorado Chemical Company
Denver, Colorado

"Competition is stiff enough without having to sell against your own lines in the same marketplace. That's one of the reasons we carry Bay West. Their selective distribution policy keeps my profitability at a very fair level — there's no price trenching to compete with other Bay West distributors for the same customers. I can concentrate on improving our sales activity instead of worrying about my competitors."

"The people at Bay West make us feel like we're part of the team, and they work with us to increase our sales and profit levels. They even help us create marketing programs that are custom-tailored to our specific needs. We have what I consider to be a mutually profitable relationship."

Be a Bay West distributor. **1-800-558-2872**
(Wisconsin 1-800-242-7630)

BAY WEST
A MOSINEE PAPER DIVISION
The Washroom Specialist

PAPER Foundation Activities Advance

At a recent meeting of the Board of Trustees of the Paper And Plastics Education Research (PAPER) Foundation, it was quite evident that the Foundation has moved from the fund raising phase to the project management phase of its development.

Two major projects will be completed by the Special Project Division of the Foundation this year, making 1987 one of the busiest in the short history of the Foundation. In addition, a search committee will be formed to locate the first eminent scholar who will sit in the Paper Distribution Endowed Chair, established by the Paper And Plastics Education Research (PAPER) Foundation at the University of North Florida.

The first special project, which has already been completed, is the publication of *New Strategies for Growth: Paper Distribution Plans for the Future*, a new look at future trends that will be impacting paper distribution in the ten years ahead. This study, conducted by Denis Healy of Healy & Associates, was an update of a previous future trends study conducted by the same researcher.

The research focused on customer trends, supplier trends, marketing trends and the management implications for the paper and plastics distribution industry.

As reported in the April issue of *MN*, a copy of *Strategies for Growth* will be distributed to all PAPER Foundation members at no charge. Additional copies will be available to all interested parties at $45 each.

After the initial success of its first project, the Foundation has moved ahead with another important, exciting research endeavor.

The new study will explore the potential impact of new leading edge technologies such as personal computers, telecommunications, and scanning technology on paper and plastics distribution.

More specifically stated, the impact of technology on improving asset management, productivity improvement and cost reduction will be covered in this landmark study, areas never before explored in paper and plastics distribution from an industry-wide point of view.

The research will determine what are the best computer applications being used by competitive distribution channels and individual distribution firms.

A significant portion of the project will highlight recommendations and evaluations as to the practicality and suitability of implementation of these new technologies. Which technologies provide the greatest payback? Which technologies are the least expensive to install? These will be some of the important questions answered by the research.

The time focus for the study will be what can be implemented within the next five years, and what will be developed within ten years.

The study will learn about the computing environment in single house locations and multiple branch operations. What will the informational flow needs be between suppliers, paper merchants and customers?

In any study of technological impact, the human resources factors need to be considered. What types of employment and career opportunities will be created? How will current employees respond to these potential changes in company operations? The overall education and acceptance of employees to new systems and procedures is very important. The Foundation's study on technology impact will address this issue.

The research will be conducted throughout the summer. A report will be made to the paper distribution industry on Monday, September 21, 1987, at 2:30 p.m., immediately following the Chairman's Luncheon, featuring President Gerald Ford. This 90-minute audio-visual presentation will summarize the conclusions of the report. A published report will be available no later than 60 days after the Convention.

In addition to its project management, the Foundation Trustees have begun to work with Dr. Edwin Moses, Dean of the School of Business Administration, University of North Florida, to form a search committee for the selection of the first eminent scholar to sit in the Endowed Chair for the Study of Paper Distribution. The first scholar will become active in September, 1989. Prior to that date, a *Center for Distribution Studies* will be opened at the University of North Florida. The Director of the Center will run the Center and work with the Foundation's eminent scholar.

The PAPER Foundation, in its short time in existence, has already begun to mobilize outside consultants, a state university and a newly-created center, in the direction of more knowledge and better understanding of the paper distribution industry.

The next Foundation development will be to solicit supplier support and membership in the Foundation. Help support the efforts of the Foundation by attending the Chairman's Luncheon at the Convention, Monday, September 21, at 12:30 p.m. Proceeds from the luncheon finance research projects.

The Oldest and Most Successful Paper Distribution Software Package

is **New** Again

Newly Released

STANDARD PAPER
SP/DP Plus

New Features:

- Increased Margins
- Better Customer Service Functions
- Inventory Management & Forecasting
- Telemarketing & New Customer Prospecting

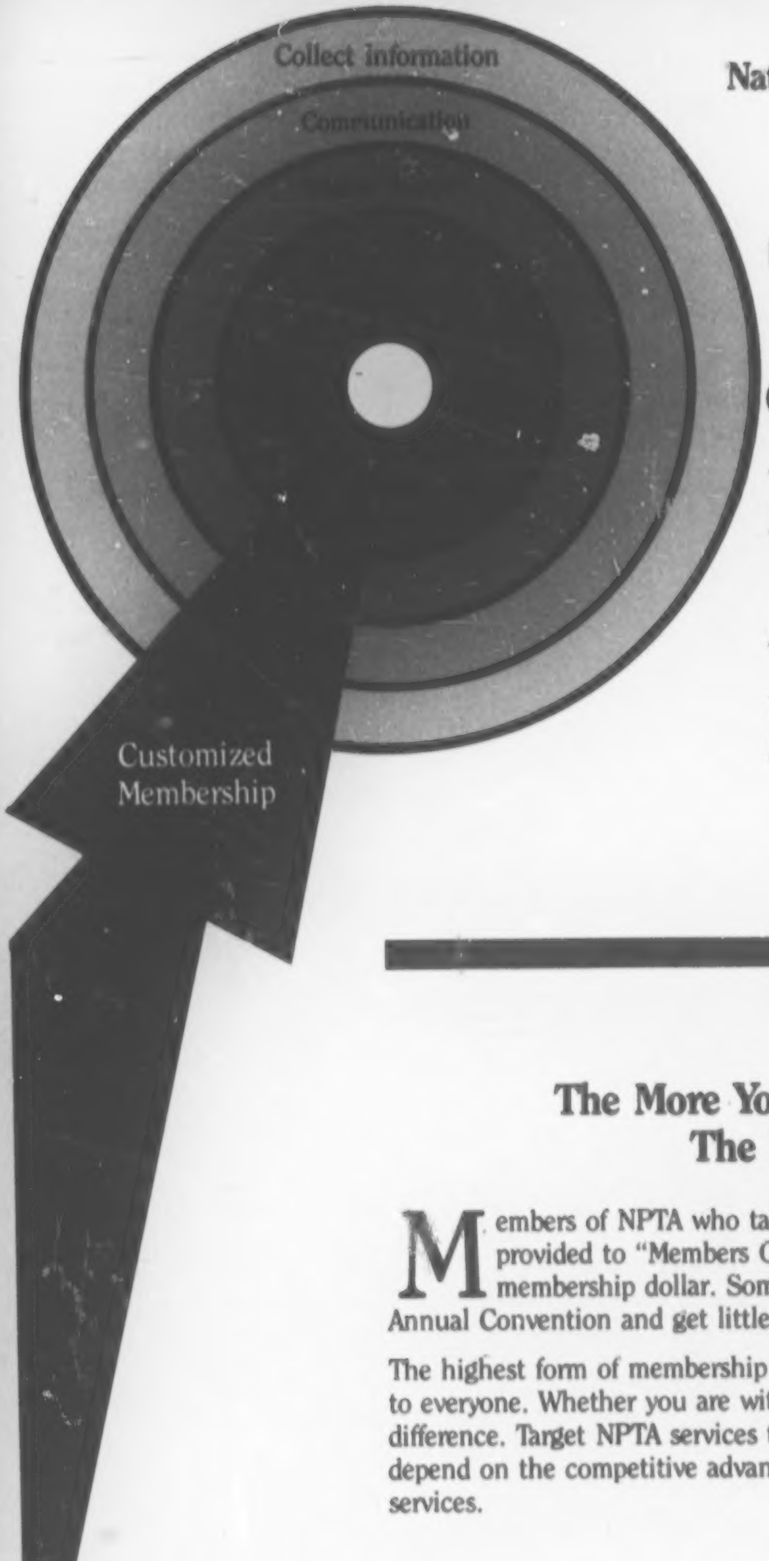
New Hardware Portability:

Now runs on the new, powerful NCR TOWER in addition to the updated QANTEL computer line

Call Ed Mazer 413/736-1000
Standard Paper Software Marketing Corp.
180 Lyman Street
Springfield, Mass. 01103

STANDARD

Turn-Key Hardware/Software Solutions from One Source



National Paper Trade Association, inc.

The Voice of the Paper, Plastics & Allied Products Industry

The More You Use Your Membership The More It's Worth

Members of NPTA who take advantage of the many special services provided to "Members Only" get the most value for their NPTA membership dollar. Some members read the magazine, come to the Annual Convention and get little more from their membership.

The highest form of membership in NPTA involves **participation** and is available to everyone. Whether you are with a big company or small—it makes no difference. Target NPTA services to make your company grow. Your future may depend on the competitive advantages you can gain from using NPTA's many services.

For More Information Contact: National Paper Trade Association, 111 Great Neck Rd., Great Neck, N.Y. 11021/516-829-3070

SCHEDULE OF EVENTS

Date/Time	Event
FRIDAY, SEPTEMBER 18	
8:30 a.m.–12:00 Noon	NPTA Committee Meetings
11:30 p.m.–3:30 p.m.	Spouses Program *(Tickets required)*
1:00 p.m.–5:00 p.m.	NPTA Board of Directors Meeting
SATURDAY, SEPTEMBER 19	
8:00 a.m.–5:00 p.m.	Registration
10:00 a.m.–5:00 p.m.	Exposition
10:00 a.m.–12:30 p.m.	Young Executives Program
12:30 p.m.–1:30 p.m.	YEF Luncheon *(Tickets Required)*
12:30 p.m.–4:30 p.m.	Spouses Program *(Tickets Required)*
1:00 p.m.–4:30 p.m.	Spouses Program *(Tickets Required)*
1:30 p.m.–2:30 p.m.	YEF Members Workshop *(YEF Members only)*
3:00 p.m.–4:30 p.m.	New Horizons in Industrial Packaging
6:30 p.m.–8:00 p.m.	Paths to Success Reception
SUNDAY, SEPTEMBER 20	
9:00 a.m.–5:00 p.m.	Registration
10:30 a.m.–12:00 noon	The Main Event
10:30 a.m.–3:30 p.m.	Spouses Program *(Tickets Required)*
11:30 a.m.–5:00 p.m.	Exposition
12:00 noon–12:30 p.m.	Annual Business Meeting *(NPTA Members only)*
12:30 p.m.–5:00 p.m.	Spouses Program *(Tickets Required)*

Date/Time	Event
MONDAY, SEPTEMBER 21	
8:00 a.m.–12:00 Noon	Registration
8:30 a.m.–12:00 Noon	Exposition
9:15 a.m.–11:30 a.m.	Spouses Program *(Tickets Required)*
10:00 a.m.–11:30 a.m.	Business Papers Forecast
12:00 Noon–12:30 p.m.	Chairman's Reception
12:30 p.m.–2:30 p.m.	Chairman's Luncheon *(Tickets Required)*
2:30 p.m.–4:00 p.m.	Impact of Technology
TUESDAY, SEPTEMBER 22	
9:30 a.m.–11:00 a.m.	Substance Abuse

"Paper People Paths To Success"

NPTA Annual
Convention and
Exposition
September 19-22, 1987
Atlanta, Georgia

Friday, September 18

11:30 p.m.	Spouses Program

SATURDAY SEPTEMBER 19

7 a.m.	
8 a.m.	Registration
9 a.m.	
10 a.m.	Exposition Young Executives Program
11 a.m.	
12 Noon	
12:30 p.m.	YEF Luncheon Spouses Program
1:00 p.m.	Spouses Program
1:30 p.m.	YEF Members Workshop
3 p.m.	New Horizons—Industrial Packaging
4 p.m.	
5 p.m.	
6 p.m.	
6:30 p.m.	Paths to Success Reception
7 p.m.	
8 p.m.	

Notes

SUNDAY
SEPTEMBER 20

7 a.m. _____

8 a.m. _____

9 a.m. Registration

10 a.m. _____

10:30 a.m. Spouses Program
The Main Event

11 a.m. _____

11:30 a.m. Exposition

12 Noon NPTA Annual Business Meeting

12:30 p.m. Spouses Program

1 p.m. _____

2 p.m. _____

3 p.m. _____

4 p.m. _____

5 p.m. _____

6 p.m. _____

7 p.m. _____

8 p.m. _____

Notes

MONDAY
SEPTEMBER 21

7 a.m. _____

8 a.m. Registration

8:30 a.m. Exposition

9 a.m. _____

9:15 a.m. Spouses Program

10 a.m. Business Papers Forecast

11 a.m. _____

12 Noon Chairman's Reception

12:30 p.m. Chairman's Luncheon

1 p.m. _____

2 p.m. _____

2:30 p.m. Impact of Technology

4 p.m. _____

5 p.m. _____

6 p.m. _____

7 p.m. _____

8 p.m. _____

Notes

TUESDAY
SEPTEMBER 22

7 a.m. _____

8 a.m. _____

9 a.m. _____

9:30 a.m. Substance Abuse

10 a.m. _____

11 a.m. _____

12 Noon _____

NPTA Official Registration Hours
(In the Apparel Mart)

Saturday, September 19: 8 am–5 pm
Sunday, September 20: 9 am–5 pm
Monday, September 21: 8 am–12 Noon

Paper/Plastics & Allied Products Exposition Hours
(In the Apparel Mart)

Saturday, September 19: 10 am–5 pm
Sunday, September 20: 11:30 am–5 pm
Monday, September 21: 8:30 am–12 Noon

NPTA Official Convention Hotels
Westin Peachtree Plaza Hotel
404-659-1400
Atlanta Hilton & Towers
404-659-2000
Hyatt Regency Atlanta Hotel
404-577-1234
Atlanta Marriott Marquis Hotel
404-521-0000
Ritz Carlton Hotel
404-659-0400
Atlanta American Hotel
404-688-8600

HOTEL ROOM RESERVATIONS

Use This Form For Sleeping Rooms Only

No other form will be sent

NPTA®

"Paper People Paths To Success"

Rooms Only—Mail To	Suites
NPTA Housing Bureau Atlanta Convention Bureau 233 Peachtree St. NE Ste. 2000 Atlanta, GA 30303	Use The Hospitality Suite Reservation Form

Refer To List Of Hotels And Rates On Other Side

INFORMATION AND DIRECTIONS:

1. **ROOM DEPOSIT INFORMATION. First night's room deposit is required for all sleeping rooms. Please use the space below for credit card information for this deposit...OR...you can send a check upon receipt of the hotel room confirmation form. Do not send a check now.**
2. Please type all information.
3. Room assignments will be made in order of receipt by the Housing Bureau. Please allow 3 weeks to receive hotel confirmation.
4. Accommodations are furnished solely for sleeping and lodging purposes. Room may NOT be used for display of merchandise.
5. Official convention hotel rates are in effect only until AUGUST 27.
6. No telephone requests will be taken. Use this Official Form only.
7. Cancellations and changes should be MADE IN WRITING through the Housing Bureau for rooms until August 27, 1987.
8. Don't be a NO SHOW...please cancel your reservations if you are unable to attend.

HOTEL PREFERENCE:

1st Choice: ______________________

2nd Choice: ______________________

3rd Choice: ______________________

REQUESTED ROOM CODES:

SINGLE: One person, one bed

DOUBLE: Two persons, one bed

DD: Two persons, two beds

ROOM CODE	ROOM RATE	OCCUPANTS *(Please bracket those sharing same room)*	ARRIVAL Date/Time	DEPARTURE Date/Time
(Please photocopy this form if additional space is needed and for your records)				

Please mail Room Confirmations to:
(Allow 3 weeks to receive hotel confirmation)

Name: ______________________

Title: ______________________

Company: ______________________

Address: ______________________

____

Phone No.: ______________________

CREDIT CARD INFORMATION FOR ROOM DEPOSIT:

AMEX ____ MC ____ VISA ____

Other: ______________________

Card Number: ______________________

Interbank Number: ______________________

Exp. Date: ______________________

Cardholder Name: ______________________

Cardholder's Signature: ______________________

Today's Date: ______________________

OFFICIAL HOTELS AND RATES FOR 1987 NPTA CONVENTION AND EXPOSITION

Room Rates are Confirmed on a Space Available Basis. Make Your Reservations Early.

After August 27, rooms will be booked on a space available basis at prevailing rack rates.

HOTELS	**ROOMS** Per Diem Rates	
	SINGLE	**DOUBLE**
WESTIN PEACHTREE PLAZA HOTEL Peachtree at International Blvd. Atlanta, GA 30343	$95, $117, $140	$113, $135, $158
ATLANTA HILTON & TOWERS Courtland & Harris Streets NE Atlanta, GA 30303	$99, $109, $119	$119, $129, $139
HILTON TOWERS	$150	$170
HYATT REGENCY ATLANTA 265 Peachtree St. NE Atlanta, GA 30371	$99, $109, $119	$119, $129, $139
HYATT REGENCY CLUB LEVEL	$145	$165
ATLANTA MARRIOTT MARQUIS HOTEL 265 Peachtree Center Ave. Atlanta, GA 30303	$96, $108, $120	$114, $126, $138
MARRIOTT MARQUIS CONCIERGE LEVEL	$150	$170
RITZ CARLTON HOTEL 181 Peachtree St. NE Atlanta, GA 30303	$110	$130
CLUB LEVEL	$195	$195
ATLANTA AMERICAN HOTEL Spring St. at International Blvd. Atlanta, GA 30303	$56, $66	$68, $78

HOSPITALITY SUITE RESERVATIONS

Use This Form For Requesting Hospitality Suites Only

No other form will be sent

"Paper People Paths To Success"

Suites Only—Mail To	Sleeping Rooms
National Paper Trade Association 111 Great Neck Road Great Neck, NY 11021	Use The Hotel Room Reservation Form For All Sleeping Room Requests

Refer To List Of Hotels And Rates On Other Side

INFORMATION AND DIRECTIONS:

1. **ROOM DEPOSIT INFORMATION. First night's room deposit is required for all sleeping rooms and suites. Please use the space below to indicate credit card information to be used for this purpose...OR...you can send a check upon receipt of your confirmation from the hotel. Do not send a check now.**
2. Please type all information.
3. All suite requests will be acknowledged by NPTA as received.
4. OFFICIAL SUITE ASSIGNMENTS will be made by NPTA the week of June 29, 1987.
5. Official convention rates are in effect until August 27, 1987.
6. All changes in this suite reservation form should be directed to NPTA.
7. No telephone requests will be taken. You must use this Reservation Form.
8. Don't be a NO SHOW. . . please cancel your reservations if you are unable to attend.
9. Allow 3 weeks to receive hotel confirmation.

HOTEL PREFERENCE:

1st Choice: ______________________

2nd Choice: ______________________

3rd Choice: ______________________

SUITE CODES:

P+1 = Parlor and one connecting bedroom

P+2 = Parlor and two connecting bedrooms

(There are no P+3 suites available)

SUITE CODE	SUITE RATE	NAMES OF OCCUPANTS OF SUITE	ARRIVAL Date/Time	DEPARTURE Date/Time

(Please photocopy this form for your records)

PLEASE MAIL SUITE ASSIGNMENT TO:

Name: ______________________

Title: ______________________

Company: ______________________

Address: ______________________

____

Phone No.: ______________________

CREDIT CARD INFORMATION FOR ROOM DEPOSIT:

AMEX ____ MC ____ VISA ____

Other: ______________________

Card Number: ______________________

Interbank Number: ______________________

Exp. Date: ______________________

Cardholder Name: ______________________

Cardholder's Signature: ______________________

Today's Date: ______________________

Please list the Key Marketing contact for your firm:

____

Name & Title

____

Name & Title

OFFICIAL HOTELS AND RATES FOR 1987 NPTA CONVENTION AND EXPOSITION

HOSPITALITY SUITES AND HOSPITALITY ROOM RATES ONLY.

Please see separate form for regular room rates.

NOTE: Hospitality suites that have 2 connecting bedrooms (P+2) will have one bed in one bedroom and 2 beds in the second bedroom.

HOTELS	TYPE OF SUITE & DAILY RATES	NUMBER OF PEOPLE *(for reception)*	ONE-TIME CHARGE NON-EXHIBITOR SUPPLIER REGISTRATION FEE PAID TO NPTA
WESTIN PEACHTREE PLAZA HOTEL Peachtree at International Blvd. Atlanta, GA 30343	Major: P+1 = $800	50-100	$850-$1000
	P+2 = $1100	50-100	
	Georgian: P+1 = $395	35	$700
	P+2 = $500	35	
	Savannah: P+1 = $290	15	$600
	P+2 = $395	15	
	Hospitality Rooms: $325-$400 *(no sleeping facilities)*	50-75	$350
ATLANTA HILTON & TOWERS Courtland & Harris Streets NE Atlanta, GA 30303	**TOWERS:** Triplewides: P+1 = $625	70	$850
	P+2 = $795	70	
	Doublewides: P+1 = $430	35	$700
	P+2 = $600	35	
	Duplex: P+1 = $575	35	$700
	P+2 = $745	35	
	MAIN HOTEL: Doublewides: P+1 = $385	35	$700
	P+2 = $505	35	
	Singlewides: P+1 = $285	15	$600
	P+2 = $405	15	
	Fourth Floor: P+1 = $525	40	$575
	Hospitality Rooms: Presidential = $400 *(no sleeping facilities)*	35-50	$350
HYATT REGENCY ATLANTA HOTEL 265 Peachtree St. NE Atlanta, GA 30371	Major: P+1 = $475	55	$850
	P+2 = $550	55	
	Deluxe Panorama: P+1 = $375	25	$700
	Crown: P+1 = $225	20	$600
	*P+2 = $300	20	
	Panorama: P+1 = $275	20	$600
	*P+2 = $350	20	
	Hospitality Rooms: $450 *(no sleeping facilities)*	65	$350
***The second bedroom in the Crown and Panorama Suites does not connect to the parlor. It connects to the first bedroom.**			
ATLANTA MARRIOTT MARQUIS HOTEL 265 Peachtree Center Ave. Atlanta, GA 30303	Conference/ P+1 = $445-$495	50-100	$700
	Hospitality: P+2 = $520-$570	50-100	
	Luxury: P+1 = $495	25-30	$850-$1000
	P+2 = $620	25-30	
	Two Bay: P+1 = $420	25-35	$600
	P+2 = $495	25-35	
	Bedsitting: P+1 = $470	20	$575
	Parlor: Queen Sofa Bed = $275 *(no connecting bedroom)*	20	$575
RITZ CARLTON HOTEL 181 Peachtree St. NE Atlanta, GA 30303	Conference: P+1 = $450	25	$700
	Executive: P+1 = $350	15	$600
ATLANTA AMERICAN HOTEL Spring St. at International Blvd. Atlanta, GA 30303	Major: P+2 = $300-[illegible]	40-50	$700
	Executive: P+2 = $2[illegible]5	35	$575
	Parlor: P+1 = $135	20	$375
	Junior: $90 *(no connecting bedroom)*	20	$175

SUPPLIER REGISTRATION FEE POLICY: Suppliers are entitled to one free suite registration for every booth paid for at the Exposition. All others requesting suites will pay the stated fees listed in the Non-Exhibitor Supplier Registration Fee column. NPTA members pay no registration fee for suites. The Non-Exhibitor Supplier registration fee is a one-time payment, per suite, to NPTA. The Registration fee includes admittance to all meetings, the Exposition, and three free tickets to the Saturday evening "Paper People Paths to Success" Reception in the Atlanta Apparel Mart Atrium.

HOSPITALITY ROOMS: Can be used for meetings and receptions. They are reserved on a 24-hour per day basis. No sleeping facilities are available. Rooms will contain suitable parlor furniture. Daily rates include the following furniture: one couch; one love seat; 2 ottomans; 1 chair; a round conference table with chairs. Additional furniture, including refrigerators, can be added at additional cost. For larger hospitality needs, or for multiple suite requests, these rooms would be ideal. Location and room numbers *will be* available in advance of convention. This will aid your company's pre-convention publicity. This advance information is *not* available to regular suite holders.

SPECIAL EVENTS TICKET ORDERS

OFFICE USE ONLY

Check # ______ Amt. ______

Order Rec'd. ______

Tickets Mailed ______

Deadline	Mail To	Payment
Order Form Must Be Received At NPTA By **August 15, 1987.** After That Date All Tickets Must Be Picked Up On-Site	National Paper Trade Association, inc. 111 Great Neck Road Great Neck, New York 11021	PAYMENT MUST ACCOMPANY THIS FORM. Tickets for Special Events Are Not Refundable After September 1, 1987. Photocopy for your records.

TICKETS FOR ALL EVENTS MAY NOT BE AVAILABLE ON SITE: ATTENDANCE IS LIMITED

Chairman's Luncheon: *Stanley O. Styles Industry Excellence Award Presentation: President Gerald Ford, Keynote Speaker*

(Proceeds from the Luncheon will be donated to the PAPER Foundation. The full ticket price is totally deductible under the new tax law.)

Monday, September 21, 1987
12:30 p.m. - 2:30 p.m.: .... Hyatt Regency Atlanta

_____ tickets at $75.00 each $ ______
_____ tables of 10 at $750 $ ______

Young Executives Forum
Reception, Luncheon, Special Meeting.
Saturday, September 19, 1987
12:30 p.m. - 2:30 p.m.

_____ tickets at $35.00 each $ ______

Paper People Paths To Success Reception.
Atlanta Apparel Mart Atrium
Saturday, September 19, 1987
6:30 p.m. - 8:00 p.m.

_____ tickets at $15.00 each $ ______

Spouses Program: *Atlanta: A Real Treat*

Friday, September 18, 1987
11:30 a.m. - 3:30 p.m.
Luncheon at the Carter Presidential Center.
Presentation by Mrs. Rosalynn Carter followed by a Tour of the Center.

_____ tickets at $45.00 each $ ______

Saturday, September 19, 1987

CHOOSE ONE:

- **Elegant Atlanta.** Introduction to the City of Atlanta. **This Tour Includes Lunch.** 12:30 p.m. - 4:30 p.m. _____ tickets at $37.00 each $ ______
- **Presenting Atlanta.** Introduction to City of Atlanta. **This Tour Does *Not* Include Lunch.** 1:00 p.m. - 4:30 p.m. _____ tickets at $25.00 each $ ______

Sunday, September 20, 1987

CHOOSE ONE: *(Both tours include lunch)*

- House Tour of Newnan, GA. 10:30 a.m. - 3:30 p.m. _____ tickets at $40.00 each $ ______
- *House Tour of Newnan, GA. 12:30 p.m. - 5:00 p.m. _____ tickets at $40.00 each $ ______

Monday, September 21, 1987
9:15 a.m. - 11:30 a.m.
"The Real Coke, the Real Story" by Tom Oliver

_____ tickets at $20.00 each $ ______

REMEMBER! ORDER CHAIRMAN'S LUNCHEON TICKETS NOW.

CHECK MUST ACCOMPANY ORDER — TOTAL FEE REMITTED $ ______
All Funds Must Be In U.S. Dollars

PLEASE MAIL TICKETS TO: ______
NAME: ______
COMPANY: ______
ADDRESS: ______
CITY: ______ STATE: ______ ZIP: ______ PHONE #: ______

Names of Young Executives Forum Participants: ______

---

*This 12:30 p.m. departure time is for those who wish to attend NPTA's "Main Event," 10:30 a.m. - 12:00 Noon, featuring Nobel Peace Prize Winner Elie Wiesel.

WE'VE GOT YOUR SPACE

"Paper People Paths To Success"

NPTA Annual
Convention and
Exposition
September 19-22, 1987
Atlanta, Georgia

HOTEL FUNCTION SPACE REQUEST FORM

NPTA is going back to *"Tara!"* This year NPTA would like to assist you in making your private function as successful as possible. Because Atlanta is a new meeting destination for us, NPTA can help you find that special room, restaurant or location for your function.

Last year over 60 companies held functions; we want to help you be certain those you invite won't be going to your competitors' function at the time yours is held. We will help you avoid conflicts and choose the best time and location for your function.

We can also help you secure your public space (all of which is being held by NPTA) and support you with the hotel convention and catering staff.

NPTA will confirm your arrangements in writing and inform you in writing of any problem with your request.

Please complete the information below needed to secure space for your function.

Yes, we would like to hold a meeting ________; meal ________ function during the 1987 NPTA Convention!

Please reserve a room for ________ people on ______________________________ (day and date)
at the ________________ hotel.

Please send us ________ room set up charts: ________ menu selection brochures as soon as possible.

Name: ______________________________ Title: ________________

Company: ______________________________

Address: ______________________________

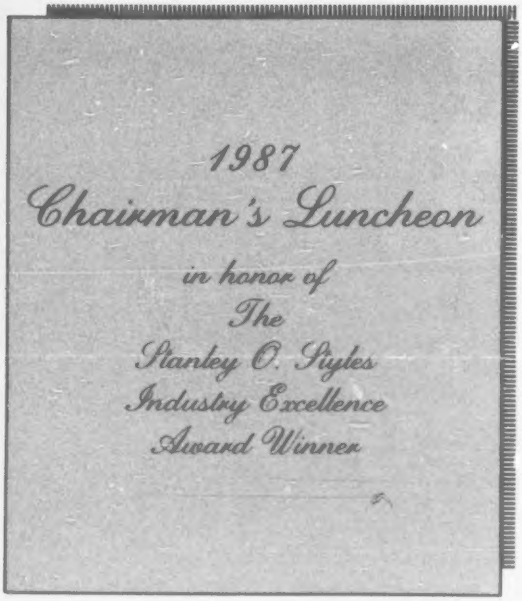
City: ____________________ State: ____________ Zip: ________

Phone Number: ______________________________

Signature: ______________________________

Return Completed Form To:

National Paper Trade Association, inc.
111 Great Neck Road
Great Neck, New York 11021
516-829-3070
Attn.: Richard J. Lerman, Director of Marketing



1987
Chairman's Luncheon
in honor of
The
Stanley O. Styles
Industry Excellence
Award Winner

You're Invited!

Don't miss this special event that will climax the 1987 Annual Convention and Exposition

September 21, 1987

Be There To Honor The Next Award Winner

1984 Winner
William Zellerbach

1985 Winner
Albert Duval

1986 Winner
Howard Ris

1987 Winner

NPTA®

Show hours have been adjusted to facilitate Exhibitor attendance at this important event.

National Paper Trade Association, inc., 111 Great Neck Road, Great Neck, N.Y. 11021

Receivables: A Vital Asset to Manage

There is no more important asset on the paper merchant's balance sheet than trade accounts and notes receivable—not even inventory

Historically, receivables have represented 55.7% of the typical *printing* paper merchant's total assets (from 1981–85). This is a full 11% higher than *industrial* paper firms, whose average over the same period was 44.8%.

Individual yearly averages, derived from annual NPTA/MFI PAR (Performance Analysis Report) financial surveys, appear in Table 1.

Table 1
Trade Accounts & Notes Receivable As A % of Total Assets

	Printing Paper Merchants	Industrial Paper Merchants
1985	52.0	43.1
1984	54.6	46.4
1983	58.1	46.1
1982	58.1	45.6
1981	55.7	43.0

As one can see, receivables have always been more important an asset to manage for printing paper firms, but are very significant for industrial houses as well.

One measure of how well merchants manage this asset is the "average collection period," also derived from the PAR survey. It is calculated by taking the accounts receivable on November 30 of the year, multiplying it by the number of calendar days for the prior two months (61), and dividing this figure by credit sales for October and November. A five-year summary of trends in the average collection period appears in Table 2.

The five-year average of this measure for printing paper firms is a little more than 5 days higher than industrial houses. Printing paper merchants typically carry 43.6 days of receivables, versus 38.4 days in industrial firms.

More current barometers of how well merchants are managing their receivables include:

- NPTA's *Quarterly Business Conditions Report*,
- NPTA's monthly *Paper Merchant Sales Report*, and
- TRW's quarterly Business Payment Index.

Table 2
Average Collection Period (Days)
(Annual PAR Results)

	Printing	Industrial
1985	44.2	38.9
1984	42.9	39.5
1983	43.5	36.7
1982	44.2	38.6
1981	43.1	38.2

The "QBCR" report includes a "receivables turnover" measure, calculated by printing/industrial merchant, for a company, regional and U.S. average. It is derived from the following formula:

$$\text{Receivables Turnover (Days)} = \left[\frac{\text{Closing A/R, This qtr., This yr.}}{\text{Warehouse + Indirect + Direct Sales, This qtr., This yr.}}\right] \times \text{Number of Calendar Days in the Quarter}$$

QBCR results for 1986, by quarter, appear in Table 3. As of the 4th quarter of 1986, printing paper merchants' receivables turnover was 2.7 days slower than industrial firms, 42.5 days versus 39.8 days. The industrial merchants' ratio seemed to have stabilized in the second half of the year.

According to NPTA's sales report, which tracks "days of receivables outstanding" on a monthly basis, receivables collections were holding steady at 42–43 days for printing paper firms during the first half of 1986, then trended downward to 36 days by November. However, this figure jumped back up to 41 days by December. For industrial merchants, collections held pretty steady at about 38–39 days throughout the year. Compared to 1985, it appears that printing paper firms collected their receivables roughly two days faster, while industrial merchants were at the same performance level as one year ago.

Table 3
Receivables Turnover (Days)
U.S. Average
(QBCR Results)

1986 Quarter	Printing	Industrial
1	41.6	41.2
2	40.9	35.9
3	44.4	39.4
4	42.5	39.8

TRW's Business Payment Index, derived from its computerized commercial credit reporting service, covers paper distributors on a quarterly basis. An analysis of current versus past due accounts reveals that receivables collections for all paper merchants improved steadily throughout 1986, the same pattern as in 1985. As of the 4th quarter of 1986, performance was slightly better than the prior year, as only 12.1% of receivables were classified as "past due" (31–90+ days old), compared to 12.4% at the end of 1985. Past due accounts trends for 1986 and 1985 appear in Table 4.

Table 4
Percent of Accounts Receivable Past Due (31–90+ days)
(TRW Reports)

	All Paper Distributors	
Quarter	1986	1985
1	14.3	13.5
2	13.6	13.3
3	13.0	12.5
4	12.1	12.4

Summary

Obviously, receivables are a key asset for paper distributors to manage well. How fast and efficiently they are managed, and how aggressively a merchant collects its credit accounts is a matter of company style and mode of operation. However a company looks at receivables, there are an abundance of measures or indicators the firm can look to for comparison to his region or the nation. He can look at the average collection period, receivables turnover, or payment index—available from NPTA's PAR, QBCR and Sales Report, or TRW's Business Payment Index. How do you compare?

STRATEGIC PLANNING

Strategic Planning: Plot a Winning Strategy Today

This is the first of a new monthly series reviewing books and other materials of interest to people in the paper trade.

Picture the scene: Washington Redskins Coach Joe Gibbs says to his team, "Well, men, you won the game this past week and that means we must be doing something right. Take the rest of the week off and be back in time to suit up for Sunday's game." Smart? No! Probable? Absolutely not! A pro football coach realizes that too much is at stake to let his team enter a game without some direction, some planning, some strategy. Yet many paper distributors fall into the trap of operating their businesses along these lines. They claim that their day-to-day concerns leave little time for assessing where they are or determining where they are headed. Yet, in business as in football, the absence of strategic planning can result in lost opportunities, ("If only we'd practiced the Z formation!"), or in disaster, ("I never expected them to have such a good running game; we're totally unprepared to defend ourselves.")

Strategic Planning: A Fitness Program for Wholesaler-Distributors instructs paper merchants in the methods of strategic planning. The book, sponsored by NAW's Distribution Research & Education Foundation (DREF), and authored by James Norris, Gary Garrett and Steve Samek of Arthur Andersen & Co., the well-known accounting/management consulting firm, helps wholesaler-distributors to identify changing economic trends and convert them to the company's advantage. Using the Systems Approach to Strategic Planning (SASP), the book introduces wholesaler-distributors to a system which "inventories the critical issues and status of conditions and allows management to focus on, organize and document their ideas for dealing with them."

The authors define strategic planning as "the art of making major decisions about the long range direction of a business and the deployment of resources to accomplish them." It can help paper merchants realize short-term benefits and tangible results, as well as long-range improvements. The first step in the strategic planning process is the establishment of boundaries by organizing the project into the appropriate teams for the study, followed by an assessment of the key issues which must be addressed by the subsequent plan. If a wholesaler-distributor decides to invest in the future of his company through strategic planning, then laying the groundwork properly is extremely important.

Once boundaries are established, the wholesaler-distributor can conduct position and opportunities analysis in order to gain a thorough understanding of its market, business environment and internal resources. Climate analysis helps to understand those factors over which the paper merchant has no control; they create a climate to which he must adapt. Market assessment provides an understanding of customer needs in order to make strategic and tactical decisions.

It is a comprehensive process which encompasses a review of customer characteristics, interviews with customers in order to obtain further insights and an analysis of market share, market penetration and service, as well as a review of the company's financial and operating data. This analysis allows the planners to evaluate the company's strengths and weaknesses in comparison to the competition. They can then identify key opportunities and threats and prepare a preliminary statement of mission, objectives and goals.

Next, the paper distributor sets his company's direction by finalizing the mission, objectives and goals and develops a strategy for the company. The strategy determines how the the objectives and goals will be achieved. Strategy is further subdivided into tactics which define the work steps for implementation. A strategic action plan containing tactics, target dates, key factor measures and task responsibilities is prepared and implemented.

The final phase of strategic planning is measurement of improvement. Without this type of monitoring and evaluation, strategic planning has little lasting value. Based on feedback, the plan can be changed and updated to meet the changing needs of the company in its environment.

Don't let your company team enter the "game" without a plan. With the help of *Strategic Planning: A Fitness Program for Wholesaler-Distributors* you are sure to be a winner. To obtain a copy of *Strategic Planning*, send a letterhead request, enclosing payment of $35.00 plus $3.00 shipping and handling to:

NPTA Communications Department
111 Great Neck Road
Great Neck, NY 11021

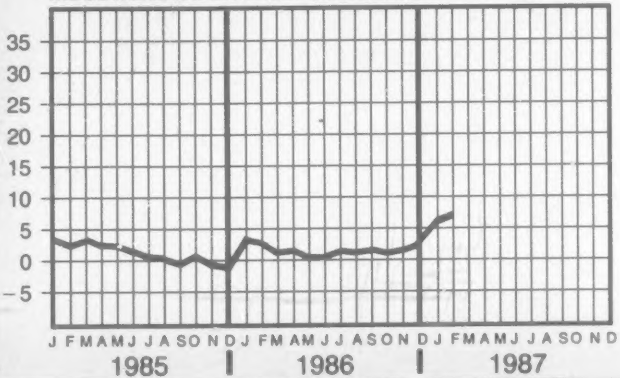
Summary National Trend Information: 1985 To Present

NOTE: *BEGINNING WITH THE JANUARY 1986 REPORT, STATISTICS WERE PRODUCED BY A NEW SYSTEM. THEREFORE, STRICT COMPARISONS TO PRIOR REPORTS SHOULD NOT BE MADE.*

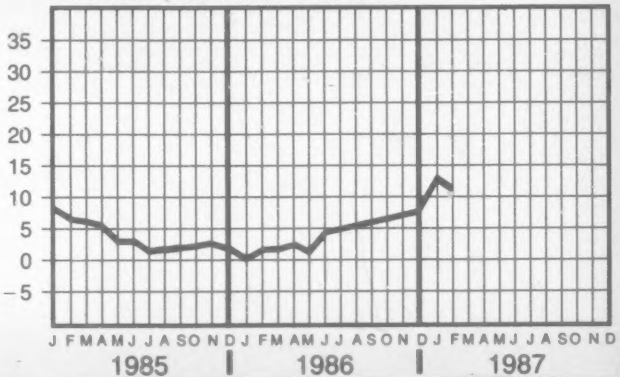
SALES INFORMATION

YEAR-TO-DATE SALES PER SELLING DAY AS A PERCENTAGE OF PREVIOUS YEAR'S YEAR-TO-DATE SALES PER SELLING DAY

INDUSTRIAL PAPER SALES NATIONALLY



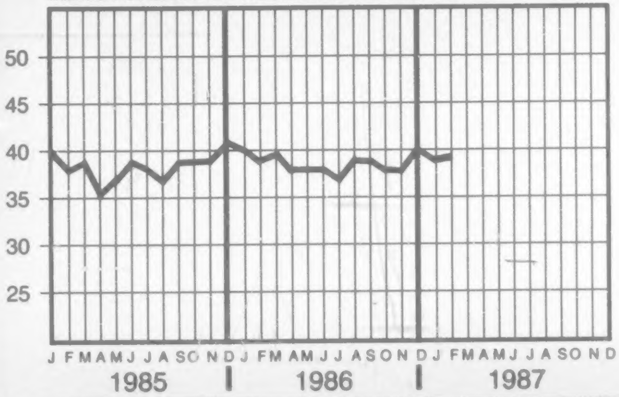
PRINTING PAPER SALES NATIONALLY



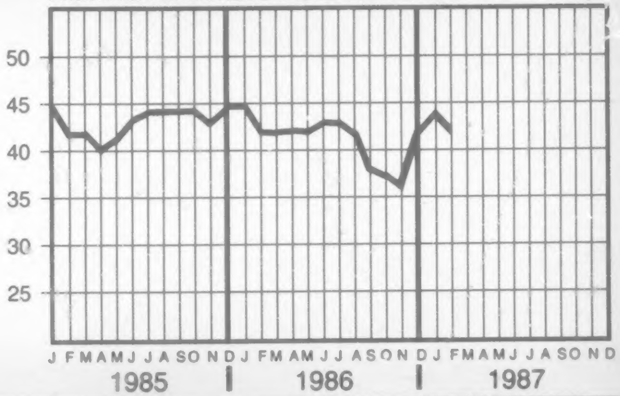
RECEIVABLES INFORMATION

DAYS OUTSTANDING—ACCOUNTS AND NOTES RECEIVABLE FROM PAPER SALES AT END OF EACH MONTH (IN CALENDAR DAYS)

INDUSTRIAL PAPER RECEIVABLES NATIONALLY



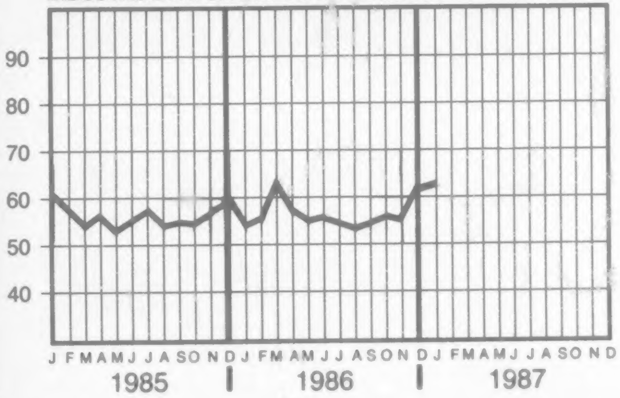
PRINTING PAPER RECEIVABLES NATIONALLY



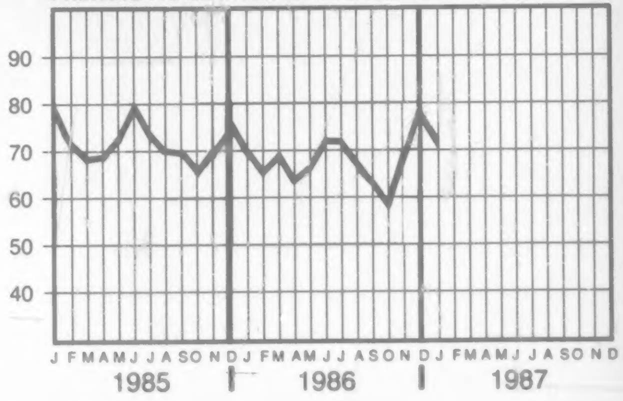
INVENTORY INFORMATION

CALENDAR DAYS COST OF ENDING MONTHLY INVENTORY (FIFO) (IN CALENDAR DAYS)

INDUSTRIAL PAPER INVENTORY NATIONALLY



PRINTING PAPER INVENTORY NATIONALLY



texize COMMERCIAL PRODUCTS
Glass Plus®
CLEANS GLASS PLUS A WHOLE LOT MORE
FORMULATED FOR INSTITUTIONAL USE

OUR EASY-5™ REFILL SYSTEM MAKES CLEANING EASIER.

The GLASS PLUS® Easy 5 Refill plus the 32 oz. sprayer gives you the perfect cleaning system. You get five gallons of GLASS PLUS® for cleaning glass, restaurant table tops, desk tops, washable furniture and fixtures plus a whole lot more.

The One Step Refill System is fast, economical, labor saving, easy to store, and convenient. From the name you know: Texize.

texize

texize
Glass Plus.
CLEANS GLASS PLUS A WHOLE LOT MORE
FORMULATED FOR INSTITUTIONAL USE